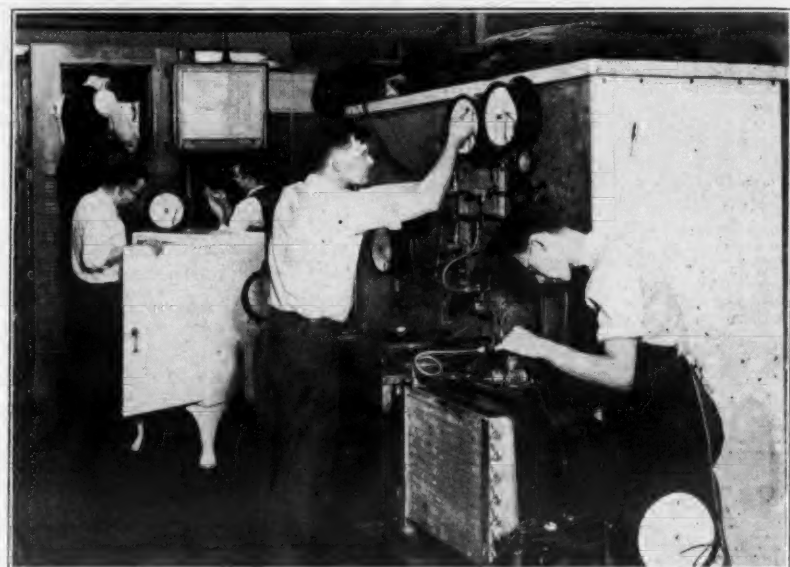


Refrigeration Schools - - - Sparton Production Lines



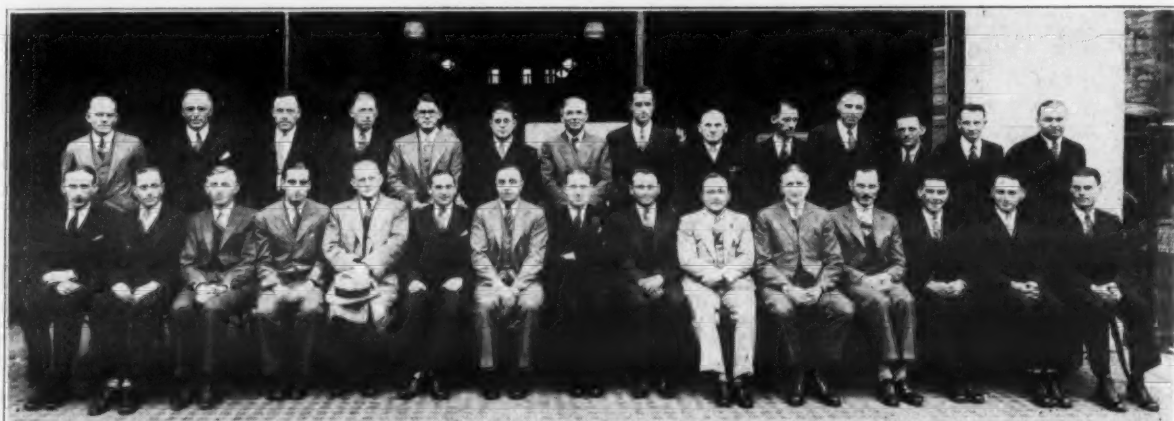
The operation of the Gibson refrigerator is being explained to new distributors in service schools at the Gibson plant, Greenville, Mich. This group attended the week ending Feb. 27 (see story starting page 1).



Service school students at the Servel plant checking machines with recording low-pressure gauges, high pressure gauges, and recording thermometers.



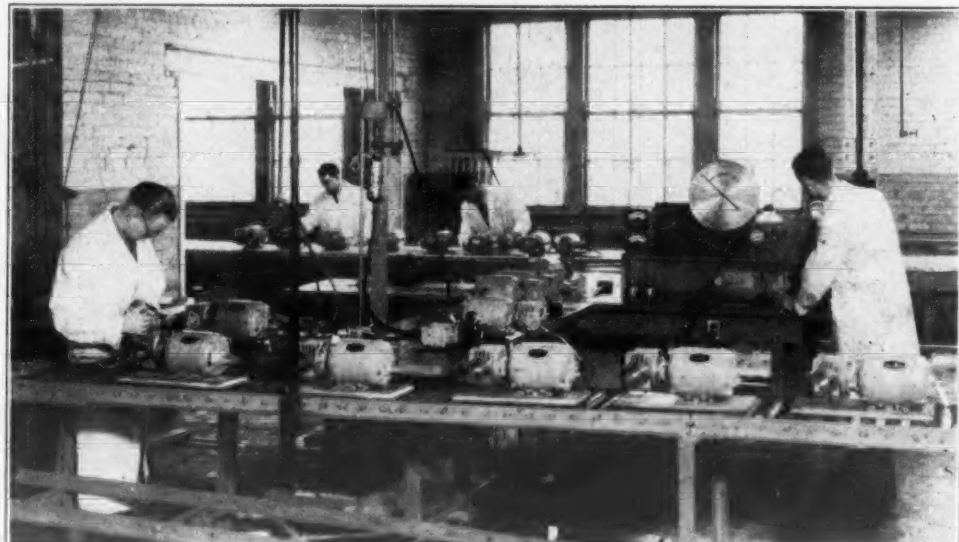
An advanced student group in commercial refrigeration in the laboratories of Refrigeration Training School & Shops, Pittsburgh. William McCall (in dark suit) is the instructor in charge of the class.



Service managers from Westinghouse distributing organizations in the West attended a five-day service conference recently in San Francisco. J. A. Vassar, assistant service manager of Mansfield, Ohio, and K. K. Gordon, Pacific Coast manager for Westinghouse, conducted the meetings.



View of running-in jacks in Sparton's new refrigeration plant. As shown above, assembled compressors are given a 24-hour run in a bath of oil to lap the surfaces of all moving parts.



Running volumetric compressor tests and taking wattage readings of Sparton compressors after they have been removed from the running-in jacks appearing in the picture to the left.



A battery of "pull-down" boxes in Plant No. 4 of Sparks-Withington Co., Jackson, Mich., where production lines are being completed for the Sparton electric refrigerator (see story starting on page 1). Each box appearing above is equipped with a compound pressure and vacuum recording gauge for testing the operation of units before they are installed in cabinets.



Sparton executive group inspects the new production equipment. Left to right: H. A. White, factory manager; W. J. Corbett, vice president; John Venn, general foreman of refrigerator production; C. J. Kayko, chemical engineer; William Sparks, president; R. G. Beechler; James Ritchie, chief inspector; T. J. Scofield, development engineer; and Burr Patch, superintendent.

ELECTRIC REFRIGERATION NEWS

Registered U. S. Patent Office.

The business newspaper of the refrigeration industry

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THREE DOLLARS PER YEAR

DRY-ZERO OPENS NEW LABORATORY TO AID INDUSTRY

Effects of Long Service
On Cabinet Efficiency
To Be Studied

CHICAGO—A new kind of laboratory, where insulating materials and refrigerator cabinets can be subjected within a few weeks to wear ordinarily encountered only in years of actual service, has just been placed in full operation by the Dry-Zero Corp.

Study of the effects of severe operating conditions on insulating materials and cabinets is vitally important to the future of the mechanical refrigeration industry, points out Harvey Lindsay, Dry-Zero president. In his opinion, the future success of every refrigerator manufacturing company rests largely on the economical performance of its cabinets after two years, three years and even five years of operation.

"The recent survey of Time, Inc., clearly shows that in the majority of mechanical refrigerator replacements the buyer chooses another make of cabinet in preference to the one he has," says Mr. Lindsay. "Manufacturers can only correct this situation by being certain that their product is of the highest quality."

(Concluded on Page 4, Column 4)

SMALL NORGE MODEL BEARS ALASKA NAME

DETROIT—Desire to continue use of the name "Alaska," and to cash in on the good will established by the Alaska Refrigerator Corp. (which was purchased last year by the Norge Corp.) led Norge to name its new low-priced model the "Norge-Alaska," according to Major Howard E. Blood, president of the Norge Corp.

"The unusually open winter and the imminent ice shortage will, we feel, create a good market for medium-priced and reasonably-sized electric refrigerators this year—a market which otherwise might have required years to develop," declares Major Blood. "We are confident that the market will be there."

(Concluded on Page 4, Column 5)

GURNEY DISTRIBUTOR FOR NEW YORK AREA APPOINTED

NEW YORK CITY—The Gurney Distributors, Inc., has been assigned the distributorship of Gurney electric refrigerators for the New York metropolitan territory and the surrounding area.

The new offices are located at 420 Madison Ave., New York City, with the following officers elected: J. L. Kaufman, president; William J. White, first vice president, in charge of sales promotion; Harry McCrae, second vice president, in charge of general sales; H. A. Kaufman, treasurer, and W. A. Eldredge, secretary.

COPELAND SALES INCREASE 139% IN NEW ENGLAND

BOSTON—Sales of Copeland refrigeration for the first two months of 1932 have shown an increase of 139 per cent in the eastern New England territory, according to a statement March 9 by E. A. Terhune, president of Appliance Engineering Co., distributor in Maine, New Hampshire, Vermont, eastern Massachusetts, and Rhode Island.

A slogan which has been selected by the distributor for use in newspaper advertising, billboards, radio, and direct mail, is "The Copeland line of electric refrigeration offers more feature advantages than any other line in the world."

KELVINATOR RESERVES SPACE FOR WORLD'S FAIR

DETROIT—Kelvinator Corp. has completed arrangements for an exhibit in the Electrical Building during Chicago's "Century of Progress" world's fair to be held on the lakefront in 1933.

Kelvinator has reserved booths 75 to 80, inclusive, a total area of 1,350 sq. ft., in Group "E" in the Electrical Building.

Transferred



LEO RAVITT
Transferred to West Coast as
Majestic district sales manager.

ELECTRICAL INDUSTRY PACE SETTER—EDISON

NEW YORK CITY—"I am an optimist on the future of the electrical industry. It will grow. It will employ more people. It will stimulate all other business. It will be a force among those factors now operating to keep and increase the legion of wage earners," Charles Edison told radio listeners over the Electric Refrigeration Bureau's program during the America-at Work hour Saturday.

Mr. Edison, president of Thomas A. Edison, Inc., was one of three speakers on the program. The others were J. A. Davidson, chairman of the Electric Refrigeration Bureau, and Miss Katharine Fisher, director of Good Housekeeping Institute, who expressed the appreciation of women for what electricity has done toward making household tasks easier.

Mr. Edison said: "All my life has been spent in the atmosphere of an expanding world of things electrical. I feel, as my father felt, that we have caught no more than a glimpse of electricity—that we are only on the threshold of a thousand doors to wonderful new progress still to be opened."

"When I think of the days when a handful of men first harnessed and developed electrical force—when I think of the pitifully inadequate experimental equipment they had—I am amazed at what they have accomplished."

(Concluded on Page 17, Column 1)

BRIGHT OUTLINES DETROIT A. S. R. E. SESSION PROGRAM

Sale of Comfort Cooling
Basis for Meeting
March 21

DETROIT, March 16.—The subject of selling comfort cooling will form the basis for the program of the Detroit section, American Society of Refrigerating Engineers, at a meeting March 21 in the Statler Hotel, according to announcement by George B. Bright, chairman of the meeting.

The Great Lakes division of the National Association of Ice Industries, and the Michigan section of the American Society of Heating and Ventilating Engineers have been invited to the meeting as guests.

A. C. Wallick, of the Wallick Ice Machine Co., Detroit, will speak on "Application of Centrifugal Refrigeration," followed by Dan Felick, of H. J. Somers, Inc., who will discuss "Humidity Control."

Test data on fin surfaces will be given by C. W. Owston, of the McCord Refrigerator Mfg. Co., and by R. C. Doremus, of the George B. Bright Co.

W. A. Rowe, American Blower Co., will speak on "Ice Melting Rates." A discussion of what comfort cooling means to the electric power company will be given by S. S. Sanford, Detroit Edison Co.

The viewpoint of the ice man on comfort cooling will be outlined by A. G. Loeffel of the Detroit City Service Co. Henderson M. Richey, secretary of Allied Theatres of Michigan, will discuss the importance of comfort cooling to the theatre.

Gibson Plants at Belding Open

GREENVILLE, Mich.—The Gibson Electric Refrigerator Corp. announces the opening of its Belding plants to take care of increased production of Gibson refrigerators.

This furnishes employment for 150 men at the outset, and more will be added as rapidly as possible, the announcement said.

Plant B, which is being opened, normally employed 800 men. It is hoped to reopen factory A at Belding shortly. The Belding-Hall factories had been closed nearly a half year.

Sales Head



CHARLES W. STRAWN
Sales manager of the refrigeration
division, Stewart-Warner Corp.

SERIES OF FRIGIDAIRE CONVENTIONS OPENED

PEORIA, Ill., March 11.—Two hundred Frigidaire dealers, operating into 41 counties, forming a strip across central Illinois, gathered at the Hotel Pere Marquette, here, today for the Frigidaire spring rally.

The reaction to the factory program presented by a group of Dayton executives headed by Lowell McCutcheon, manager of the commercial sales division, was exceedingly optimistic. The new lower prices on the entire line of Frigidaire, including both the white and Moraine lines, were hailed as a weapon that will enable sales resistance to be overcome in virtually the entire territory.

Richard B. Cherry, president, and M. V. Stagg, vice president and sales manager, Domestic Electric Equipment Co., Frigidaire distributor for the central Illinois region, presided over the sales conference, luncheon, and banquet.

The rally, according to Mr. Cherry, was the largest ever held in the district. Two introductions of importance to the area were made during the convention.

P. K. Abry, Frigidaire western region manager, made his first appearance before the organization. The Peoria district only recently was added to his territory.

The other debut was that of the new Frigidaire unit type air conditioners.

(Concluded on Page 2, Column 4)

AUTO ACCESSORY FIRM ANNOUNCES LINE OF 3 UNITS

Stewart-Warner Corp.
Prices Start at
\$149.50

CHICAGO, March 14.—A line of three electric refrigerator models, to retail at \$149.50 and up, has been announced by Stewart-Warner Corp., automobile accessories and radio manufacturer of this city. Production has already started, and shipments will begin immediately, according to the announcement.

Charles W. Strawn has been appointed sales manager of the newly created refrigeration division. Mr. Strawn has served as manager of the Stewart-Warner radio wholesale division, as divisional manager for Lyon & Healy, Chicago, and as general manager of both the Cleveland and Buffalo branches of the Wurlitzer Co.

C. G. Dupleme has been appointed assistant to Mr. Strawn, and Jerry Golton will head the service department.

The three models have capacities of 4.2 cu. ft., 5.6 cu. ft., and 7 cu. ft. Exteriors are of white lacquer, interiors of porcelain. An open type unit and SO₂ refrigerant are used. Models are

(Concluded on Page 2, Column 4)

ZIMMERMAN SPEAKS ON RADIO PROGRAM

NEW YORK CITY, March 14.—Announcement that this week is National Demonstration Week in the showrooms of General Electric dealers throughout the country was made by P. B. Zimmerman, general manager of the G. E. refrigeration division, today over the General Electric noon radio broadcast. He urged housewives to visit a General Electric showroom this week.

Mr. Zimmerman told his radio audience that food preservation is the foremost problem of the home today, and that the solution lies in the use of electric refrigeration.

(Concluded on Page 2, Column 5)

WHITE MOUNTAIN ADOPTS EIGHT-POINT SALES PLAN

NASHUA, N. H.—A new eight-point sales plan, which enables key dealers to close substantial sales quickly, is a feature of the program for dealers being offered by the Maine Mfg. Co., Nashua, N. H., for pushing White Mountain electric refrigerators.

Lewis F. Hartford, for three and one-half years with Frigidaire and previously with Pierce-Arrow, has been appointed manager of the company's resale department. He will conduct a school for resale managers and direct

(Concluded on Page 2, Column 5)

LEO RAVITT TRANSFERRED TO WESTERN TERRITORY

CHICAGO—Leo Ravitt, for four years in the ranks of the Grigsby-Grunow organization here, has been transferred to the western territory as sales representative for the Majestic electric refrigerator.

Mr. Ravitt has had experience in sales, sales promotion, and outlet organization work, first on radio, then with refrigeration.

Prior to joining the Grigsby-Grunow Co., he was merchandise manager with a public utility company.

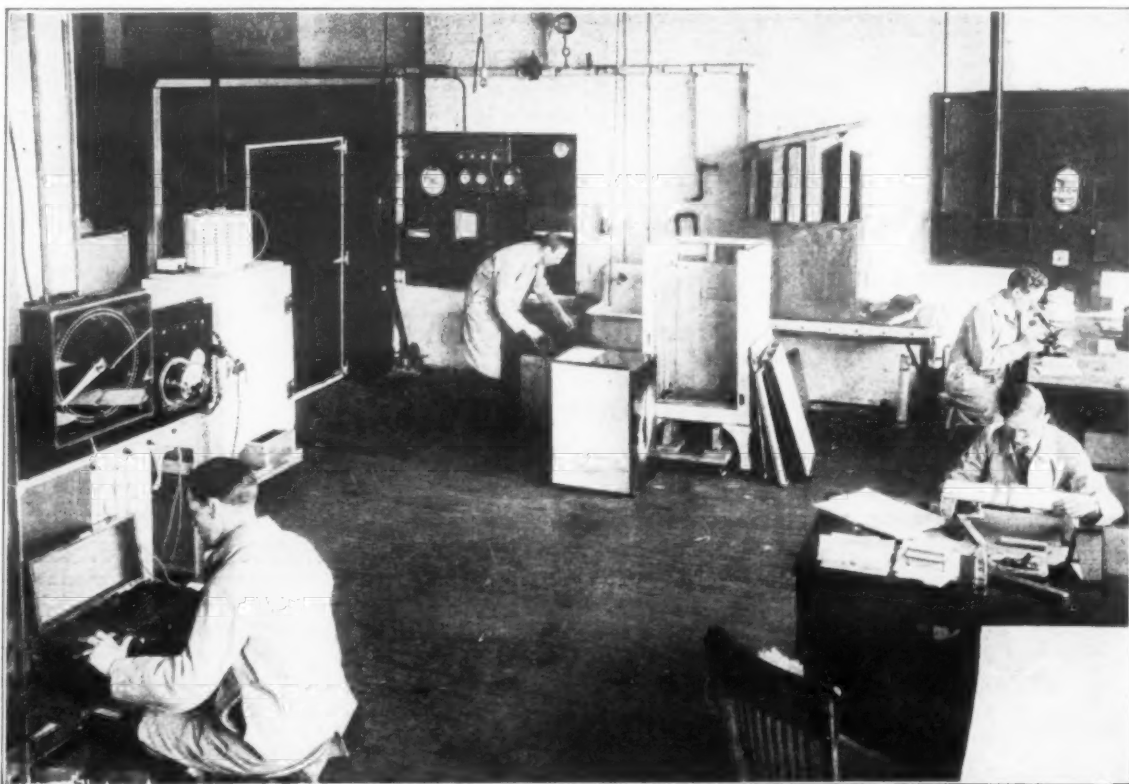
PLAN COMMITTEE TO OUTLINE BUREAU CAMPAIGN

CHICAGO—Electric Refrigeration Bureau activities for the second half of the year will be considered at a meeting of the Plan Committee on March 20 and of the Executive Committee March 21 in this city.

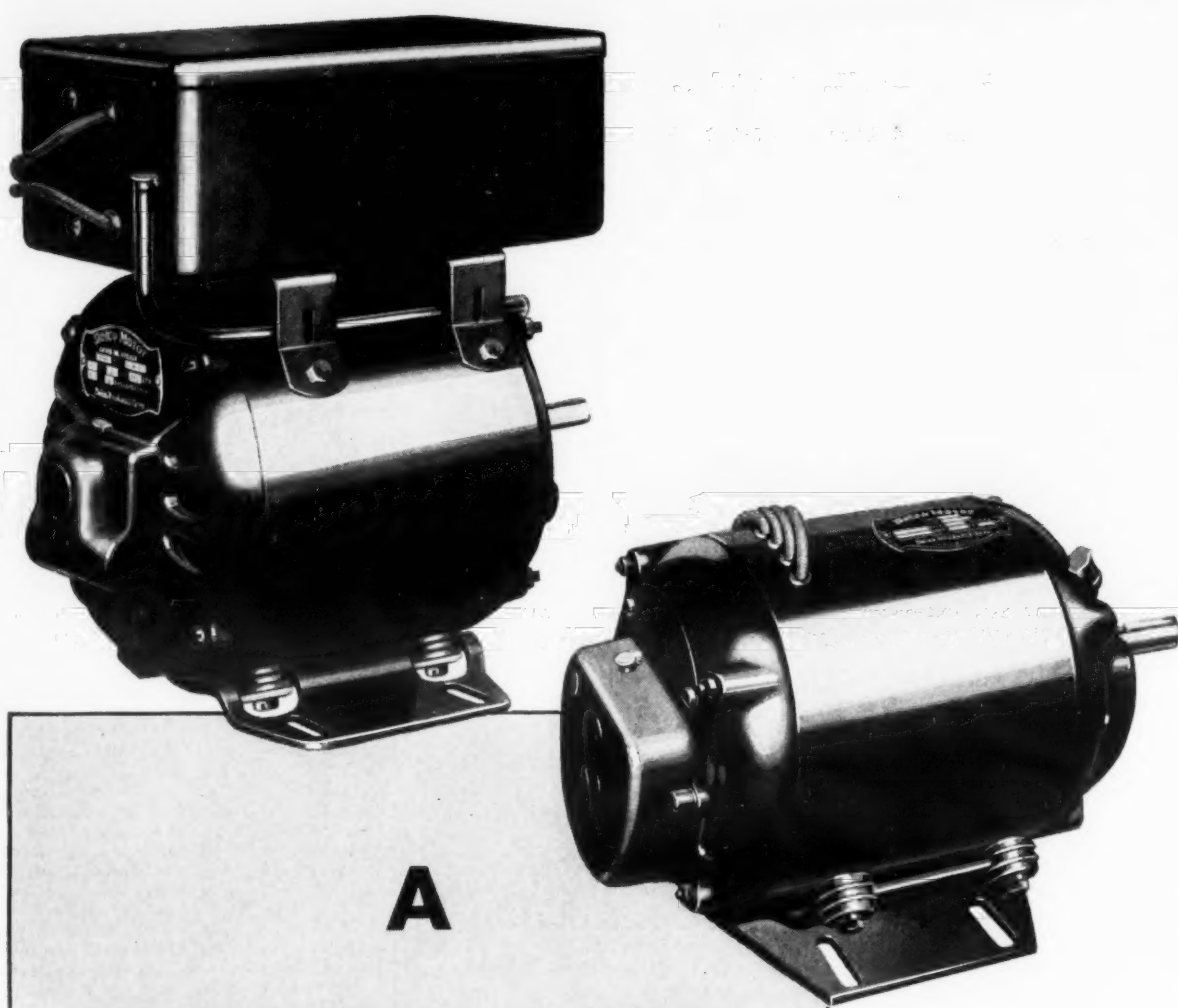
A meeting of the commercial national section will directly follow the executive committee meeting at the Edgewater Beach Hotel.

The bureau announces that at the end of February there were in existence 365 active local bureaus, as compared with 342 up to Jan. 1.

Dry-Zero Opens Test Laboratory



Dry-Zero announced this week the completion of the laboratory shown above.



A REFRIGERATOR MOTOR MUST NOT FAIL

IN ORDER to give the performance guarantees so popular today, electric refrigerator manufacturers must first be sure of the performance of the motors they use. That is why so many of them look to Delco for the answer to their motor problems. They know that Delco early recognized the need for a motor designed to meet the rigid requirements of electric refrigeration service, and today builds more condenser-transformer and repulsion-induction type refrigerator motors than any other manufacturer. They realize the value of Delco's individual design to fit each application exactly. They appreciate, too, the fact that Delco's flexible production schedule permits changes almost immediately, when necessary, in design as well as in quantity requirements. Delco engineering and manufacturing co-operation is available to you—why not let Delco solve your refrigerator motor problems?

National field service for Delco motors is provided through the facilities of United Motors Service Branches.

**DELCO PRODUCTS
CORPORATION**
DAYTON, OHIO

Frigidaire Factory Executives Open Series of Distributor Meetings

(Concluded from Page 1, Column 4)
which hadn't been shown in Peoria before. The ability of the conditioners to maintain comfortable temperatures in the face of humidity and heat aroused much interest since central Illinois is noted for its lasting heat waves, and the cities lying along the Illinois river suffer from extreme humidity throughout the hot season.

The members of the Peoria distributor's general office organization held open house for the visiting dealers at the branch. Messrs. Cherry and Staggs installed a complete exhibit of all Frigidaire products in the lounge of the hotel, which was inspected by equally as many interested Peorians and transients as by members of the sales organization.

Syracuse, N. Y.

SYRACUSE, N. Y.—Floundering through five-foot snow drifts which all but stopped transportation, 250 members of the Frigidaire selling force in the Rochester area assembled here last week to receive the news of their company's 1932 selling program.

H. C. Gilbert, president of the Gilbert Appliance Corp. of Rochester, distributor in this area, welcomed them.

The Frigidaire convention party which performed here was headed by J. J. Nance, manager, sales planning division. Its members are: R. W. Pocock, R. B. Ambrose, W. W. Hall, C. J. Allen, Samuel Harry and Joe Nahstoll.

Speakers besides Mr. Gilbert were C. J. Conover, regional manager, and Strickland Gillilan, Washington correspondent and humorist.

Rochester district men who helped handle the meeting were: A. G. Elliott, sales manager, Gilbert Appliance Corp., who served as convention chairman; K. O. Palmer, Syracuse; Fred Wantz, Lovell, N. Y., and William Boylan, Geneva, N. Y., reception committee; J. E. Belles, Syracuse, transportation; and Charles Gardner, Syracuse, in charge of hotel decorations.

Indianapolis

INDIANAPOLIS—Dealers and salesmen of the Refrigerating Equipment Corp., met March 7 for the spring rally at which Frigidaire's 1932 sales campaign was launched and the new low prices on household models were announced.

Clark S. Wheeler, president of Refrigerating Equipment, had charge of the rally, which was held in the Claypool Hotel ballroom.

Frigidaire's factory and general offices were represented by Lowell McCutcheon, commercial sales division manager; H. W. Wehrly, manager of the North Central region; Frank C. Lyons, air conditioning division; C. E. Quigley, man-

Stewart-Warner Corp. Begins Production

(Concluded from Page 1, Column 5)
furnished with an eight-stage temperature control.

The small model, known as the apartment model, has 40 ice cube capacity. Insulation in this model is 2½ in. thick. The chromium hardware is finished in two tones. Height of this box is 51½ in., width 24 in., and depth, 25 in.

The "Town House" model, of 5.6 cu. ft., has 60 ice cube capacity, and measurements as follows: height, 60 in., width, 28 in., depth, 23½ in. Insulation is 3 in. thick in this and the 7 cu. ft. model.

The largest of the three models, known as the "White House," also has 60 ice cube capacity and 3-in. insulation. Measurements are: height, 61 in., width, 32 in., depth, 23½ in.

The new Stewart-Warner line has the unit at the bottom; the large model is a two-door cabinet. The Stewart-Warner crest appears on the doors of the refrigerators.

The company's announcement stated that a survey had been made showing 85 per cent of the demand for electric refrigerators to be for capacities from 4 to 7 cu. ft.

The company considers that electric refrigeration makes a good companion line to its radio line, as peak seasons come at different periods of the year.

NORGE DEALERS PRESENT TROPHY TO BRENNAN

MONTCLAIR, N. J.—Norge dealers in the metropolitan area recently presented H. A. Brennan, president of World Utilities Corp., distributor, with a trophy "in appreciation of your efforts in our behalf during the year 1931." The trophy is a heavily carved silver loving cup.

The award was made at the final dealer meeting at which time Mr. Brennan presented the 1932 line to his complete dealer clientele.

ager of the water cooler division; J. W. Thiele, sales planning division; R. L. Winegarner, North Central regional staff; and J. R. Martin, service department.

At the evening banquet, Billy B. Van, comedian, entertained. D. L. Lichtenwaller, of Mr. Wheeler's organization, supervised the local arrangements.

Buffalo

BUFFALO—Three hundred and seventy-five dealers and salesmen of western New York counties braved snow and gale and assembled in Buffalo last week to attend one of the regional conventions which Frigidaire Corp. is holding this month in 39 key cities of the United States.

Announced by J. J. Nance, manager of the sales planning division, and other factory officials touring with him, the company's 1932 program was received.

W. J. Swyers is vice president and general manager of the National Refrigeration Corp., Frigidaire distributor here.

The party touring this section with Mr. Nance includes the following factory officials: J. L. Conover, regional manager; R. W. Pocock, public utilities division; R. B. Ambrose, retail commercial sales division; W. W. Hall, commercial division; C. J. Allen, in charge of sales training; Samuel Harry, sales training division; and Joseph Nahstoll, display division.

St. Louis

ST. LOUIS—More than 400 dealers and salesmen operating under the Del Home Light Co., Frigidaire distributor for eastern Missouri and southwestern Illinois, attended a sales rally held at the Jefferson hotel here March 9.

W. O. Waldsmith, president of Del Home, presided at the meeting. Lowell McCutcheon, commercial sales division manager, headed a group from the Frigidaire factory. P. K. Abry, western regional manager, paid his first official visit to the Del Home organization during the rally.

Although the new low prices on domestic models were already known by the sales force, they were officially announced along with the presentation of the new air conditioning models by Mr. McCutcheon. J. C. Chambers, former sales manager of the Waldsmith organization, is now sales manager of Frigidaire's air conditioning division, and was present as a guest.

'SEEK QUALITY, NOT PRICE,' P. B. ZIMMERMAN ADVISES

(Concluded from Page 1, Column 5)

that electric refrigeration is the answer to that problem from the standpoints of health, economy, labor-saving, and pride.

Quality, not price, should be of prime importance in selecting a refrigerator, he continued. "Price is important, but do not be unduly influenced by it. When you buy your electric refrigerator, select it with care as you would any other article of household furniture which should last many years. Quality and dollar value are most important."

"About 70 per cent of your investment in your electric refrigerator is in the mechanism," he added, "and that should be the first point in selecting a refrigerator."

In closing, Mr. Zimmerman addressed a few words to the General Electric refrigerator sales organization, which starts its war against inefficient food preservation and against sales resistance today. Glory and honor in the causes of health and well-being were available to "soldiers" in the campaign, he told them.

WHITE MOUNTAIN ADOPTS EIGHT-POINT SALES PLAN

(Concluded from Page 1, Column 5)

their service for dealers. He also will direct training of store salesmen and dealers who come to the factory for an intensive course.

The company's tested plan includes eight steps. These are investigation, follow-up by letter, portfolio presentation, "Paving the Way" letter, evening appointment and survey, prospect to showroom or resales manager to prospect with salesman, home demonstration and "good-will" leads.

Each house-to-house salesman thus works on a carefully planned and closely supervised basis to get maximum results.

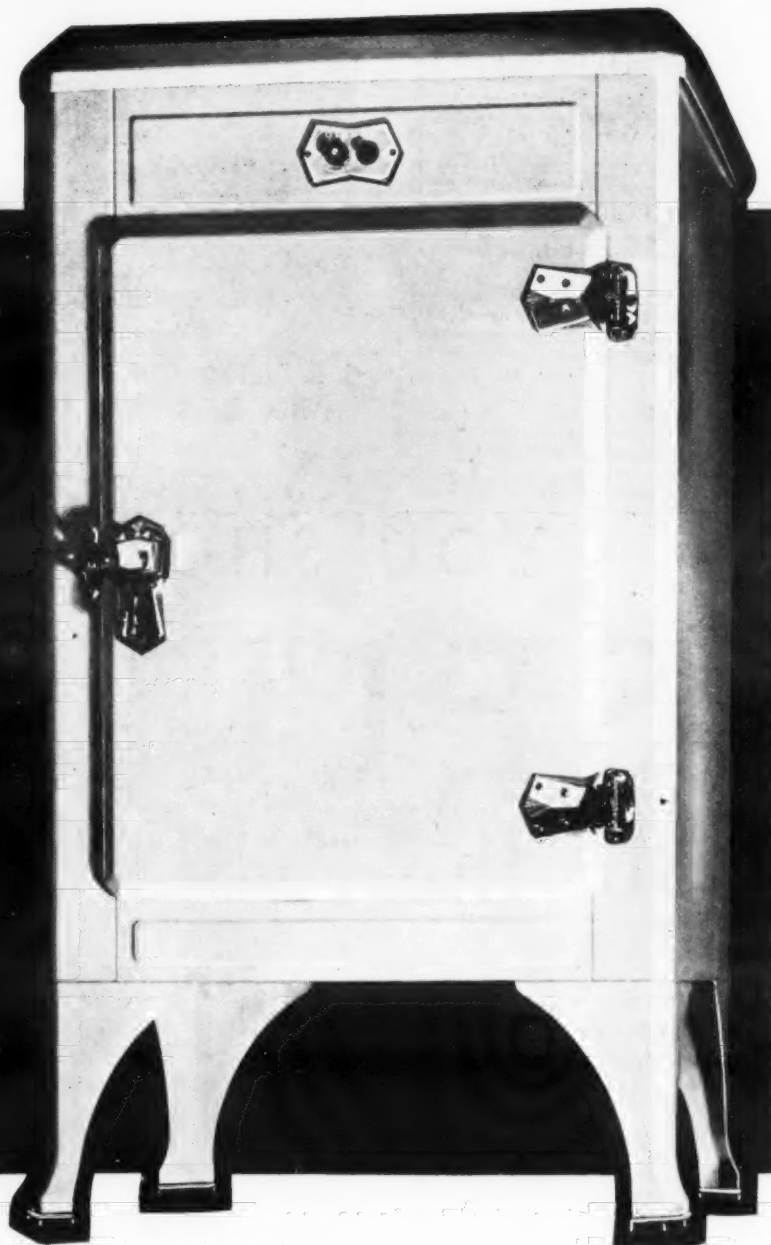
In addition, T. L. Reynolds, manager of the electric refrigeration division, announced that radio broadcasts, newspaper ads, intensive direct mail, window displays, catalogs, and a prize contest, will all be concentrated around the individual dealers' store.

*"I'm glad MY HUSBAND
chose the GIBSON
line"*

THE MOST
Beautiful
REFRIGERATOR
IN THE WORLD.

GIBSON FEATURES

Buffet Top
 Broom-high Legs
 Safe-type Doors
 Thicker Insulation
 8 Temperature Ranges
 Beveled Doors and Corners
 Rubber Foot-pads
 Chromium Plated Hardware
 More Ice Cubes
 Sliding Shelves and Automatic
 Interior Light on LG-73
 Quiet and Economical
 Easy to Own
 Backed by 50 Years Experience
 and a 3-year Guarantee



"THE Gibson has everything that I've always wanted in an Electric Refrigerator. And those are the things other women want too. I know, because we've often discussed it at parties and on shopping trips.

"Beauty, of course, is the first consideration and there is no chance for argument on that point. No other refrigerator can even approach the Gibson in grace and smartness. And its conveniences are grand. It has *both* shoulder high buffet top and broom high legs. Greater shelf area, 8 temperature ranges, more ice cubes and loads of other features that lighten one's work and make it easy to stay inside the household budget.

"I think the Gibson **MONOUNIT** is splendid. It's so simple and compact, I don't see how anything on it *could* go wrong.

"One of the nicest things about the Gibson is the feeling of security it gives you. It's backed by over half a century of experience. The Gibson Corporation is one of the oldest and largest manufacturers of refrigerators in the world. It has built refrigerators for years and years and I know it will continue to build them for years to come.

"When a woman sees the Gibson—all the advantages it offers and how easy it is to own, she'll buy it, and buy it *quick!* I know about those things. That's why I'm glad *my husband* chose the Gibson line. And he makes an awfully nice profit on each one.

"You better get the details."

GIBSON ELECTRIC REFRIGERATOR CORPORATION

GREENVILLE

MICHIGAN

Gibson Electric Refrigerator Corp.,
Export Sales Department,
201 North Wells Street,
Chicago, Illinois, U. S. A.

Cable Address "GIBSELCO" Bentley Code
Chicago, Illinois

EARL
WAREHAM

EXPORT FACTOR FOR COPELAND, INC., DIES

DETROIT, March 16.—William Dwight Loomis, associate manager of the H. M. Robins Co., export factor of Copeland Products, Inc., died Sunday in his home, 582 Washington Road, Grosse Pointe Village. Funeral services are this afternoon.

Mr. Loomis, who handled the Copeland account for the export firm, had been in Canada on Copeland business, and returned home last week with a heavy cold which developed into pneumonia.

He was formerly vice president of the export division of General Motors Corp. Leaving the corporation in 1920, he became export manager of the Gray Motor Co., and in 1926 took the position with the H. M. Robins Co., which he held at the time of his death.

Born in Marietta, Ohio, he came to Detroit some 25 years ago. His brother, Frank B. Loomis, San Francisco, was an assistant to former Secretary of State Elihu Root in the Roosevelt administration.

Survivors include his widow, Mary McGarry Loomis, a stepson, Dr. Richard C. Connelly of Detroit, and a sister, Mrs. Lola Cooke, Marietta, Ohio.

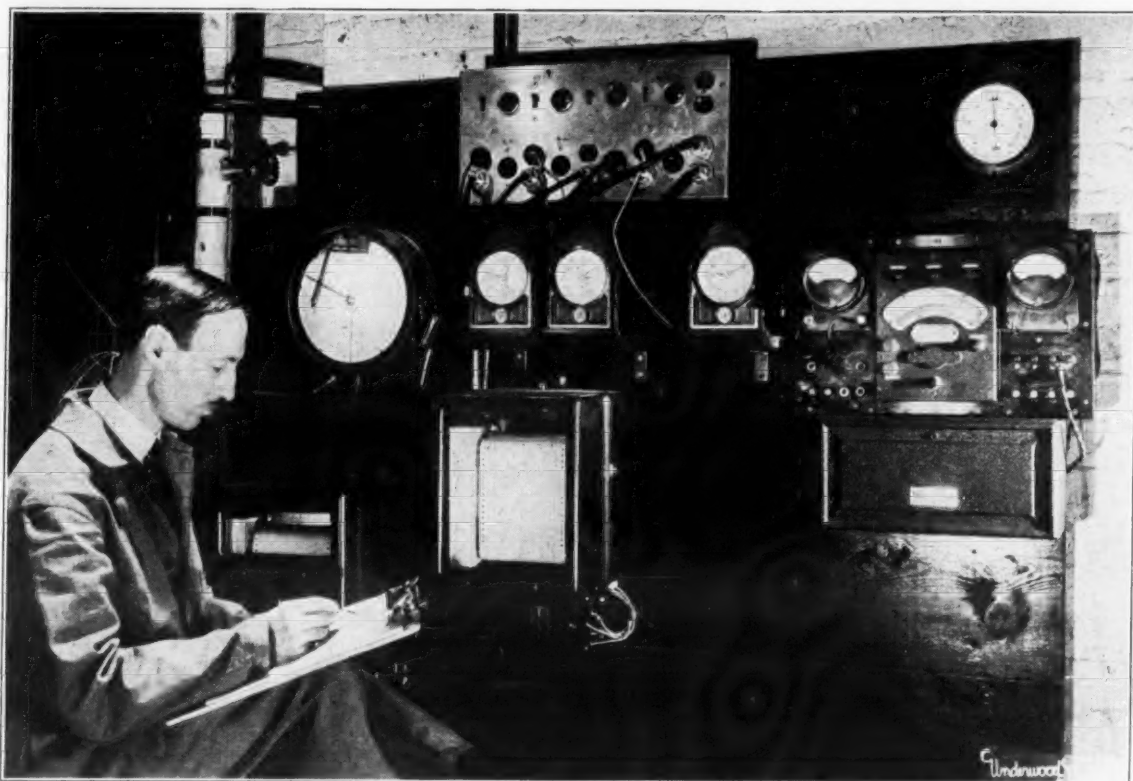
GERMAN COST OF LIVING HIGHEST IN EUROPE

WASHINGTON, D. C.—The cost of living in Germany at the close of 1931 was relatively higher than in any other European country, according to a report from Consul John H. Bruins, Hamburg.

With 1931 taken as 100, the index of the cost of living in Germany at the close of the year amounted to 133.

The index figure for foodstuffs alone was 123 for Germany.

Test Board in Dry-Zero Laboratory



From this test board, information is secured on conditions within the test house.

G. E. DISTRIBUTOR OPENS NEW SHOWROOMS

DALLAS, Tex.—New showrooms of the Electric Appliance Stores, Inc., distributor of General Electric refrigera-

tors and ranges, were formally opened March 3 in the Interurban Bldg., Jackson and Browder Sts. A. P. Bryant, president of the firm was in charge.

Souvenirs and refreshments were given to people who inspected the new showrooms on the opening day.

DRY-ZERO ANNOUNCES LABORATORY OPENING

(Concluded from Page 1, Column 1)
tain their cabinets give such excellent service over a period of years that they, themselves, will hold the allegiance of the buyer when he selects a new cabinet.

"The primary purpose of the Dry-Zero laboratory is, therefore, to study the effects of continued service on insulation materials and in particular on the complete cabinet in operation under conditions of use, for, in spite of technical deductions and conclusions, actual use of the electric refrigerator is the only definite and conclusive test. Because we feel this work means much to the entire industry, the laboratory's facilities will be at the disposal of every manufacturer."

Test Equipment Developed

Equipment and methods for testing insulation and refrigerator performance under an almost endless variety of conditions have been developed under Mr. Lindsay's personal supervision. Unique and most significant feature of the laboratory is the test house. Here conditions found in the average kitchen can be exaggerated so exactly that years of normal operation can be concentrated into a period of a few weeks without distortion of factors or functions.

From the outside the test house looks like an enormous black box. Inside, when a test is being run, heat and humidity are separately under accurate control to reproduce conditions ranging from sub-normal to somewhat more severe than are found in the hottest of kitchens on the most humid of summer days. The high humidity which the test house is capable of maintaining accurately is believed to be a unique feature. The humidity equipment was installed to check accurately the effects of moisture absorption on the efficiency and durability of insulating materials under genuine operating conditions.

Temperature Control

During the running of a test, the temperature inside the test house is controlled by automatic regulation. Automatic control of high relative humidity—up to 99.5 per cent—however, was a real problem and made necessary the development and installation of sensitive mechanical and electrical equipment.

The key to automatic humidity control is the variation in length of delicate raw silk threads that are extremely sensitive to changes in moisture content of the air within the test house. Before a test is begun this instrument is adjusted carefully in relation to the exact degree of humidity desired. When the moisture content of the air in the test house drops below the proper level, the threads contract and set in motion an ingenious mechanical and electrical device that sprays into the air minute particles of water that immediately become vapor.

When the relative humidity goes above the desired level, the threads expand and the action ceases. The moisture introduced by the turbo-spray is circulated about the room by an electric fan.

With this equipment keeping constant the temperature and humidity within the test house, the cabinet to be tested is placed inside. The refrigerator's mechanism is set to maintain a particular average temperature—for example, 45°. Inside the cabinet are placed two re-

cording thermometers to record the temperature maintained throughout the test period, and, in addition, fine wires lead to thermocouples within the cabinet, disposed as desired.

Outside the test house, two automatic instruments record the running time of the cooling unit and the amount of current required. Other instruments record the temperature and relative humidity inside the test house and in the cabinet.

When everything is in readiness, the test begins. Some, already made, have run for 18 days and nights. Longer periods may be covered if desired. During the entire time the refrigerator must fight against the heat and humidity inside the test house.

Record Current Consumption

At the conclusion of the test the record of current consumption and running time of the cooling unit tells the story of the cabinet's efficiency. This, and the temperature and humidity records, show how well the insulation has withstood the assault of moisture. Marked increases in the running time of the unit as the test progresses show that the efficiency of the insulation is being destroyed by the inroads of vapor.

Any failure of the cooling unit to do its job properly is shown by the running time and kilowatt input charts and by changes in temperature inside the cabinet as recorded by the two thermometers and the thermocouples located there.

Can Test Cabinet's Life

Thus, within a few weeks, the ability of cabinet and insulation to stand up under years of service can be determined. The importance of such tests to the refrigeration industry and to every manufacturer is obvious, Mr. Lindsay believes.

This type of test is only one of the many that will be performed in the Dry-Zero test house. Others, already started, include the study of the effects of vapor on the structure of insulating materials, and research into the many kinds of molds which may and do form inside the cabinet walls.

Big Hot Plate

Another interesting feature of the new Dry-Zero laboratory is the big hot plate for testing the thermal efficiency of insulating materials. This hot plate, one of the largest in the United States, was designed by Dry-Zero's engineers and is believed by them to be the most accurate piece of equipment of its kind obtainable. It will measure the thermal efficiency of a slab of insulation 18 in. square and 5 in. thick. There are 50 thermocouples to furnish accurate temperature readings all over the hot plate's surface. This enables the detection of lack of uniform efficiency of the insulation under test.

Another piece of equipment to test the durability of insulating materials is the bumping and vibrating machine, also developed by Dry-Zero engineers. This machine, in a few minutes' time, will subject a slab of insulation to far greater physical violence (much in excess of the allowed 5 to 1 safety margin) than it could receive in shipment, handling, or inside a refrigerator's walls during the entire life of a cabinet.

The laboratory also is equipped with apparatus for studying the penetrating power of water vapors. Tests in this direction are now being conducted.

NORGE 4-CU. FT. MODEL CARRIES ON ALASKA LINE

(Concluded from Page 1, Column 1)

ticipate that 1932 should prove to be a high production year for the industry.

With the addition of the Norge-Alaska model, sizes of cabinets in the Norge line now extend from 4.3 cu. ft. to 11 cu. ft. capacity.

Food storage capacity in the Norge-Alaska model is 4.3 cu. ft., N.E.M.A. rating, while shelf area is 8.15 sq. ft. Ice melting effect of the condensing unit is four pounds per hour, A.S.R.E. rating. Over-all height with four-inch legs is 51 1/4 in., the width over the top is 25 1/16 in., and the depth over the door is 22 7/16 in.

Exterior finish is lacquer, and the food compartment is porcelain lined. Other features are a spring-hinged freezer door, rounded corners in the food compartment, waist-high shelves, spring-mounted mechanism, and condenser type motor. The same rotary compressor used in other Norge models is to be found in the Norge-Alaska.

MAYFLOWER REFRIGERATOR CONTEST ANNOUNCED

DENVER—"Why I Want a Mayflower Electric Refrigerator" is the subject of letters being entered in a contest sponsored by the Knight-Campbell Music Co. of this city during the period from March 6 to April 2.

First prize is a \$230 refrigerator; second, third, fourth, and fifth prizes are smaller Mayflower models. From sixth through tenth awards, certificates ranging in value from \$75 down to \$30, to be credited on the purchase of a Mayflower, will be given.

Every entrant in the contest will be given not less than \$10 credit on the purchase of a Mayflower.

YOU SHOULD BE
SELLING
What the Public is **BUYING**

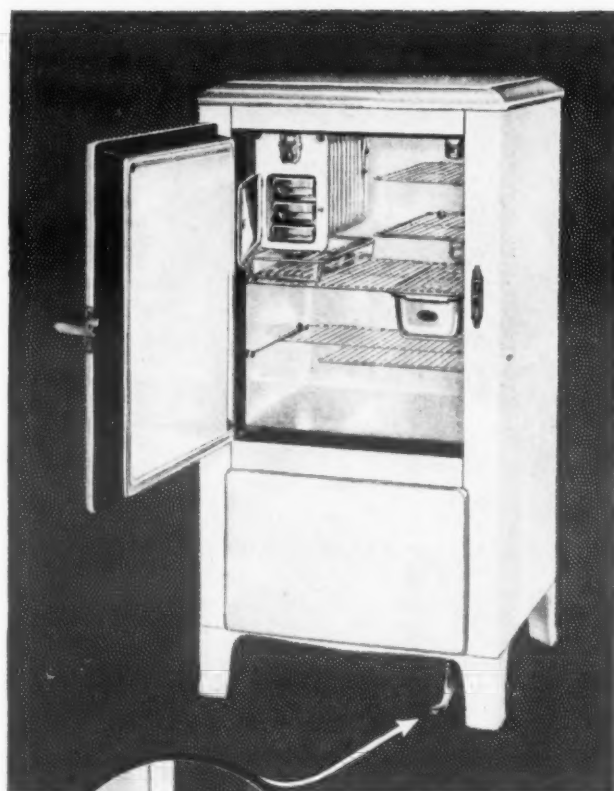
LEONARD sales continue, month after month, their consistent increase over last year's figures.

This record-breaking performance proves what was predicted in the trade last fall—that the LEN-A-DOR would be the greatest single selling point of the season in electric refrigeration, and that the quality and many extra features of the Leonard Electric, coupled with moderate price, made it the outstanding value in the industry.

Electrical dealers have been quick to see the profit possibilities in a franchise that offers this complete, compact line of "plug-in" merchandise—with favorable discounts, and the backing of a liberal program of advertising and selling helps.

If you are interested in this opportunity, write or wire promptly, as desirable territories are being rapidly closed.

LEONARD REFRIGERATOR COMPANY
14256 Plymouth Road, Detroit, Michigan



A TOUCH OF THE TOE AND THE DOOR SWINGS OPEN

GREATEST CONVENIENCE
FEATURE IN THE INDUSTRY

THE LEN-A-DOR

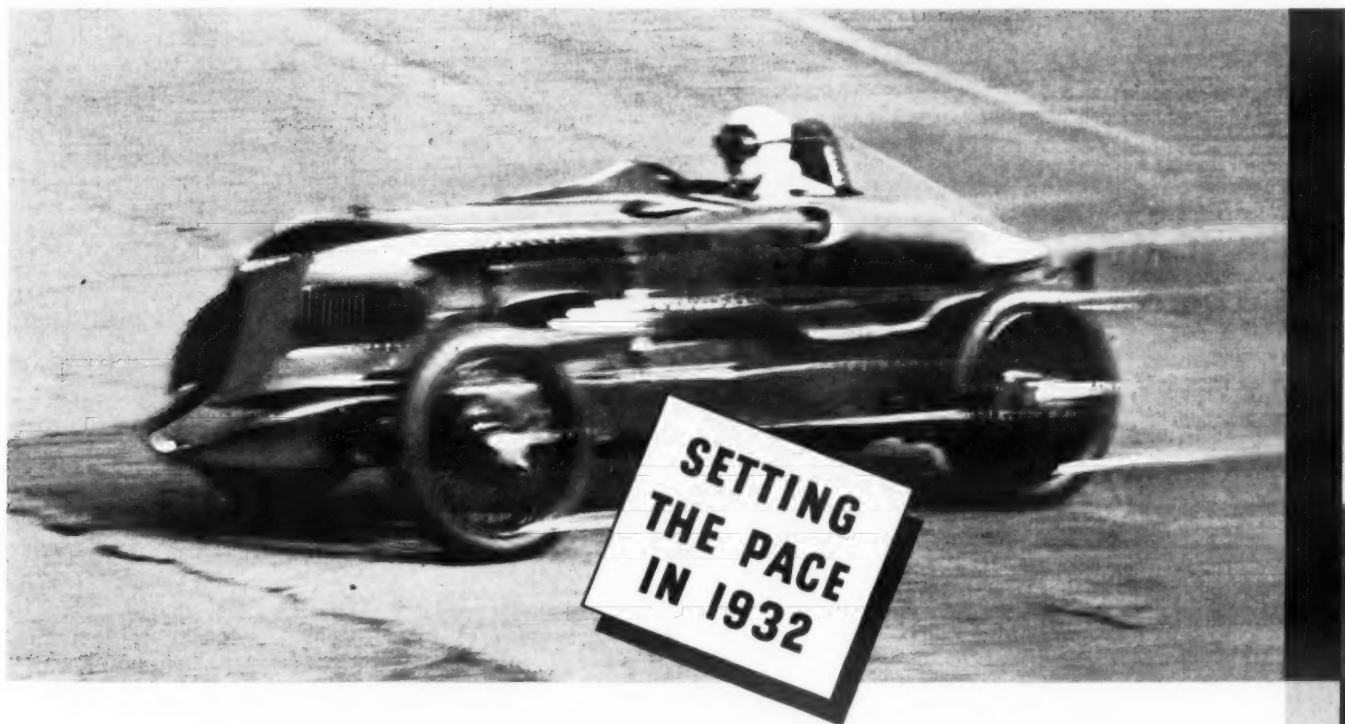
LEONARD
ELECTRIC REFRIGERATOR



TWO RECORD MONTHS

for dealers displaying the

Westinghouse *Dual-automatic Refrigerator*



January records smashed! February quotas exceeded! "Business is good," say Westinghouse dealers! Record sales . . . record profits *prove* it!

Two of the most successful months in history have just passed. Successful, for during the supposedly "off season" . . . during a time when business is generally poor . . . Westinghouse dealers have been busy . . . busy demonstrating the Westinghouse *Dual-automatic* Refrigerator to the thousands who have called at showrooms . . . busy selling . . . making deliveries . . . making PROFIT! Westinghouse *Dual-automatic* Refrigerators have been a sensational success!

Increasingly profitable! That's the story of the Westinghouse franchise. Not only that . . . Westinghouse dealers are receiving 100% co-operation from headquarters. Effective and elaborate merchandising plans . . . compelling direct mail . . . striking national advertising . . . action-arousing promotion of all kinds is coming from the Westinghouse factory in endless number.

Why not fall in line with Westinghouse dealers for greater profit in 1932? Act now! It will pay to learn complete details about the Westinghouse franchise today. Write, wire or telephone for full information.



Handsomely finished in jet black *Micarta* . . . with aluminum and bright metal inlaid . . . new Westinghouse Water Coolers set new standards for beauty and efficiency. There's a complete line. Five models . . . for bottled and city water supply.

The most talked-about refrigerator today. That's Westinghouse . . . the only *Dual-automatic* refrigerator . . . the only refrigerator with *Selective Temperature control* and *Built-in Watchman control*.



ANTI-TRUST MEASURE PROVIDES IMMUNITIES

WASHINGTON, D. C.—Immunity from the anti-trust laws to an extent would be made possible for business interests under the Nye bills legalizing Federal Trade Commission rules, setting up a trade court and defining unfair trade practices, according to Senator Bratton of New Mexico, one of the subcommittee considering the bills.

Senator Bratton said that representatives of a certain business could agree among themselves upon trade practice rules, and, securing the approval of the Federal Trade Commission, would be immune from the anti-trust laws until the rule was rescinded.

The minority of a trade, he said, could be forced to agree to the rules, which he described as another modification of the Sherman Act.

No Sales Below Cost

The legislation, instituted by Senator Nye of North Dakota, originally contained a section prescribing that no product may be sold below the cost of production. Senator Nye reported that he would be willing to remove this from the bill, because of controversy which might arise over what he considered a non-essential point.

Testimony favorable to the bills was given by the following: Sol A. Herzog, attorney for the tile and luggage industry; Abram F. Myers, formerly a member of the Federal Trade Commission, and now representing the independent motion picture theatres.

R. B. Thomas, New York City, attorney for the American Institute of Steel Construction; Frank Hutchinson, Lawrenceburg, Ind., representing the National Millers Association, and John S. Sewell, representing the National Association of Marble Dealers.

Kelvinator's Graduates in Cold Cookery



Kelvinator's second class in home economics, which met during February, brought to the factory many home economists representing electric refrigerator distributors. The instructors, Miss Marion F. Sawyer and Miss Gertrude P. Janssen, are in the center of the front row.

GIBSON OFFICIALS CONDUCT COLUMBUS CONVENTION

COLUMBUS, Ohio—Officials of the Gibson Electric Refrigerator Corp. spoke at a Gibson dealer meeting sponsored by the Columbus Distributing Corp. here March 3.

The Columbus Distributing Corp. is a newly appointed Gibson distributor.

F. A. Delano, general sales manager of Gibson, and W. R. Marshall, advertising manager, spoke.

LEONARD EXECUTIVES ATTEND CONVENTION

GRAND RAPIDS, Mich.—Leonard electric refrigerator executives attended a dinner meeting given here March 1 by H. Leonard & Sons, distributor for Leonard refrigerators in this region.

Among the speakers were B. E. White, assistant sales manager; Gordon Muir, district manager; George R. Cullen, publicity manager; A. C. Jordan, sales promotion department; J. J. O'Neil, manager of the finance unit of the company, all of Detroit, and A. T. McFadyen, secretary of the Grand Rapids Association of Commerce.

J. Zweedyk, manager of H. Leonard & Sons' refrigerator department, was chairman. Members of the firm taking part in the meeting included J. R. DeVries, R. A. Utter, H. Smith, R. Connor, R. DeVries, Y. Berg, F. Bloomberg, C. Herlein, and W. Peterkin.

Among the 40 dealer firms represented at the meeting were Johnson's Hardware, Cadillac, Mich.; Judson's Hardware, Big Rapids, Mich.; J. VanHaven & Son, Zeeland, Mich.; William's Hardware, Pentwater, Mich.; Clare Hardware & Furniture Co., Clair, Mich.; Mt. Pleasant Hardware & Furniture Co., Mt. Pleasant, Mich.; Remenap Hardware, Reed City, Mich.

Bregenzer Hardware Co., Evart, Mich.; Lee Dygert, Inc., and John Jelsma, Grand Rapids, Mich.; The Brower Co., Holland, Mich., and L. D. Puff Co., Fremont, Mich.

Norge Dealers Hear 1932 Sales Plans In Additional Series of Meetings

NASHVILLE, Tenn.—The Nashville office of the Gambill Distribution Corp. was host March 4 to approximately 100 Norge refrigerator dealers in middle Tennessee and southern Kentucky.

Howard E. Blood, president, and John H. Knapp, vice president of Norge Corp., were among the speakers. At a luncheon served in the Andrew Jackson Hotel, Wheelers Gambill, Jr., president of the distributing organization, talked.

Other speakers were M. G. O'Hare, sales manager; Harry W. Cameron of the Tennessee Electric Power Co.; Wayne Spinks, Norge dealer in Memphis; and Donald Bernard, advertising manager for the Nashville Banner.

Nashville dealers and salesmen attending the meeting included E. E. Hyde, manager of the Nashville office of the Gambill firm; P. P. Porch and J. K. Koonce.

Jack Givan, I. H. Matthews, C. O. Scott, H. M. Bixby, A. H. Harned, R. N. Simpson, William H. Burton, Raymond Lee, and W. S. Davis, all of the Dixie Maytag Corp.; M. H. Berry, J. D. Simpson, Jr., James Ellington, and T. B. Newcomb, of the M. H. Berry Co.

P. O. Thornton, J. W. Holmes, L. Mack Rowe, Clarence Wright, and R. A. Coleman, Jr., of Lebeck's department store; John C. Harris, Charles E. Gardner, Frank Hall, and William Hatfield, of Phillips & Quarles Hardware Co.; J. Pink Lawrence, C. H. Blackburn, and A. S. Hathcock, of Herbrick & Lawrence.

J. T. Shannon of Shannon Electric Co.; W. L. Edwards, of the Reed Sharpe Furniture Co.; J. Oscar Smith, the General Securities Corp.

Out-of-town dealers represented were J. H. Ramsey, Elkton, Ky., by R. L. Haley; Wakefield & Butler, Lewisburg, Tenn., by E. B. Butler; Norge Corp. of Jacksonville, Fla., by T. P. Hallock; Carthage Hardware & Furniture Co. of Carthage, Tenn., by W. M. Tuley.

Maddux Radio Service, Clarksville, Tenn., by A. G. Maddux and R. E. Maddux; Dale Reese & Co., Fayetteville, Tenn., by Billy Cowan and Frank Harwell; Hopkins Music Store, Dickson, Tenn., by H. H. Hopkins and J. J. Taylor; Paris Radio Co., Paris, Tenn., by W. C. Leach and J. R. Reilly.

S. J. Hathcock, dealer, Lebanon, Tenn.; Stewart Williams Co., Springfield, Tenn., by J. B. Williams; M. A. C. Co., Knoxville, by Alexander Harris; Norge Co., Birmingham, Ala., by E. Gothberg; Boyd's, Shelbyville, Tenn., by T. H. Boyd and Sam Cannon, Jr.; Clement Hall Hardware Co., Camden, Tenn., by W. L. Hall.

Denver

DENVER—Representatives from Norge Corp., Detroit, conducted a Norge distributor-dealer meeting under the auspices of the Auto Equipment Co., distributor covering the Rocky Mountain states, here, recently.

R. E. Densmore, western sales manager; A. N. Dalzeith and F. O. Fleischer, Norge district representatives, and C. H. Erhm, of the Cramer-Krasselt Co., Milwaukee, were the factory representatives who spoke.

Other similar meetings which were conducted on the same trip by this group of men were at Hastings and

Omaha, Nebr., sponsored by the W. M. Dutton & Sons Co.; and Des Moines and Waterloo, Iowa, sponsored by the Adams Co., Inc.

Approximately 400 dealers attended the meetings, which were conducted by E. O. Hunting in Denver; D. D. Duncan and M. J. Murphy in Hastings and Omaha, and Fred D. Adams in Des Moines and Waterloo.

Southern Group

DETROIT—Four southern cities were the scenes of Norge distributor-dealer meetings recently. Meetings were conducted by the Automatic Sales Corp., Houston, Tex.; Southern Equipment Co., San Antonio, Tex.; Texas Radio Sales Co., Dallas, and Brown Electric Co., newly appointed distributor in Oklahoma City.

Willard M. Wood, Automatic Sales Corp.; Ellis M. Chaney, southern Equipment Co.; Will J. Schnelle, Texas Radio Sales Co.; and H. A. Barnard of the Brown Electric Co., had charge of the meetings in their respective cities.

Factory representatives included R. E. Densmore, western sales manager for Norge; W. C. Rowles and A. N. Dalzeith, Norge district representatives, and H. W. Terry, of the Cramer-Krasselt Co.

Syracuse, N. Y.

SYRACUSE, N. Y.—Approximately 250 Norge dealers attended the recent meeting sponsored by the local distributor, Onondaga Auto Supply Co., to see a presentation of the Norge 1932 line.

B. S. Arnold of the Onondaga Auto Supply Co. was in charge of the meeting. Norge factory officials on the program included John H. Knapp, vice president and director of sales for Norge Corp., and M. G. O'Hara, Norge eastern sales manager. R. E. Caldwell, of the Cramer-Krasselt Co. was also a speaker.

Portland, Ore.

PORTLAND, Ore.—The first general meeting of Norge dealers under the distributorship of the Sunset Electric Co., Portland, was held recently under the direction of George L. Sammis.

Approximately 100 dealers attended to hear talks by R. E. Densmore, western sales manager for Norge, and George R. Pizarro, Norge Pacific Coast district representative, outlining the 1932 Norge sales campaign.

Seattle

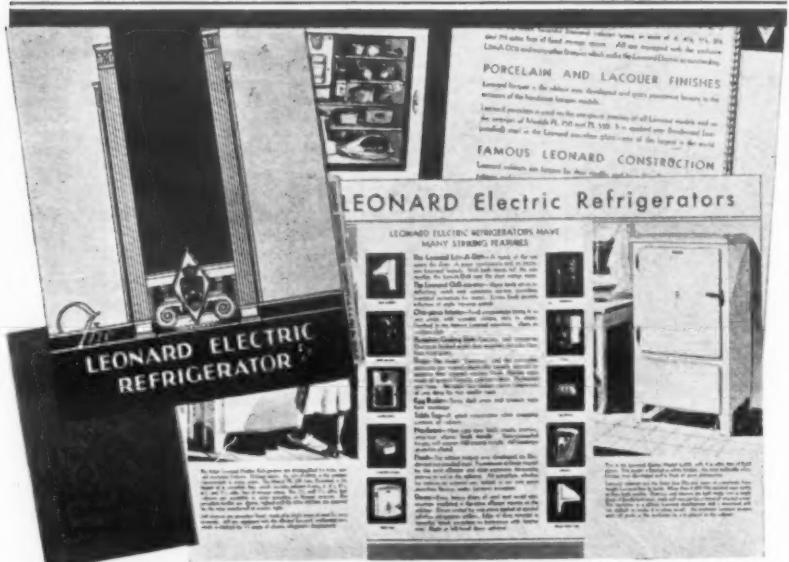
SEATTLE—Norge dealers throughout the western portion of Washington gathered in Seattle recently to attend a meeting conducted by Homer King, president of Homer King, Inc., Norge distributor.

R. E. Densmore, western sales manager for Norge Corp., George R. Pizarro, western district representative at Los Angeles, and George Snider, factory engineer, were among the speakers.

Bonderizing.. A Powerful Point in LEONARD Selling



"To insure the long life of Leonard finish, it is applied on Bonderized steel—first a priming coat, then a filler, then two coats of lacquer, baked on. The result is a finish of great beauty and permanence."



● Leonard first adopted Bonderizing as a superior production method for preparing metal for lacquer finishes.

But Leonard selling literature shows Bonderizing is an important sales asset as well.

Any refrigerator prospect is favorably influenced by the knowledge that the cabinet will keep its gleaming white beauty through long years of service.

Bonderizing anchors the lacquer into the metal. No checking or peeling. It presents an impenetrable barrier to rust. If through accident bare metal is exposed rust cannot eat under the surrounding finish.

Many other manufacturers of painted, enameled or lacquered metal products use Bonderizing to help sales and increase the life of the finished product.

Bonderizing details given in new booklet—"Bonderite." Write for your copy today.

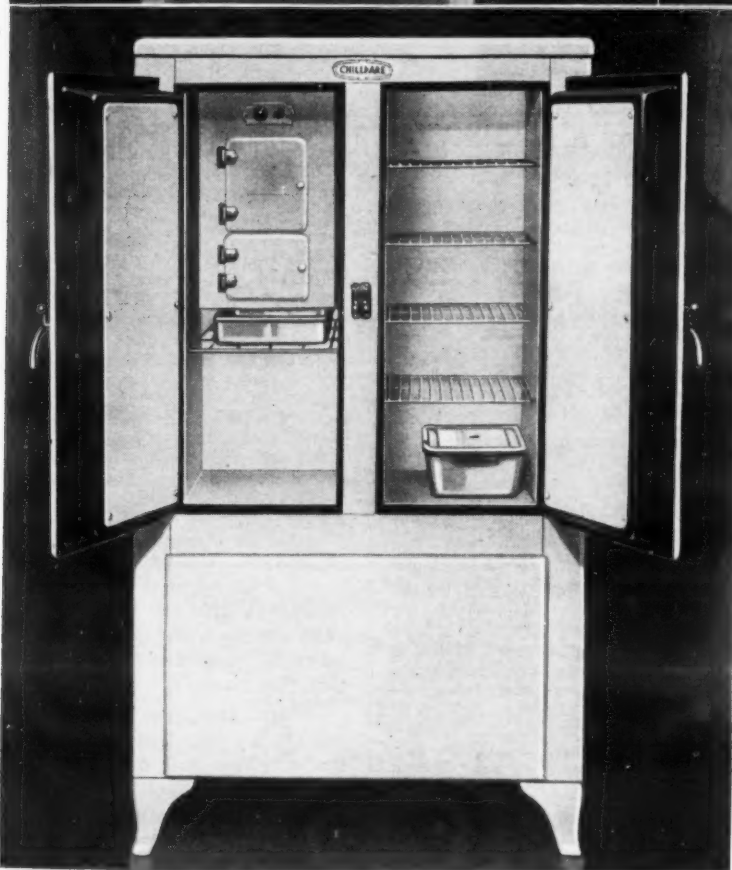
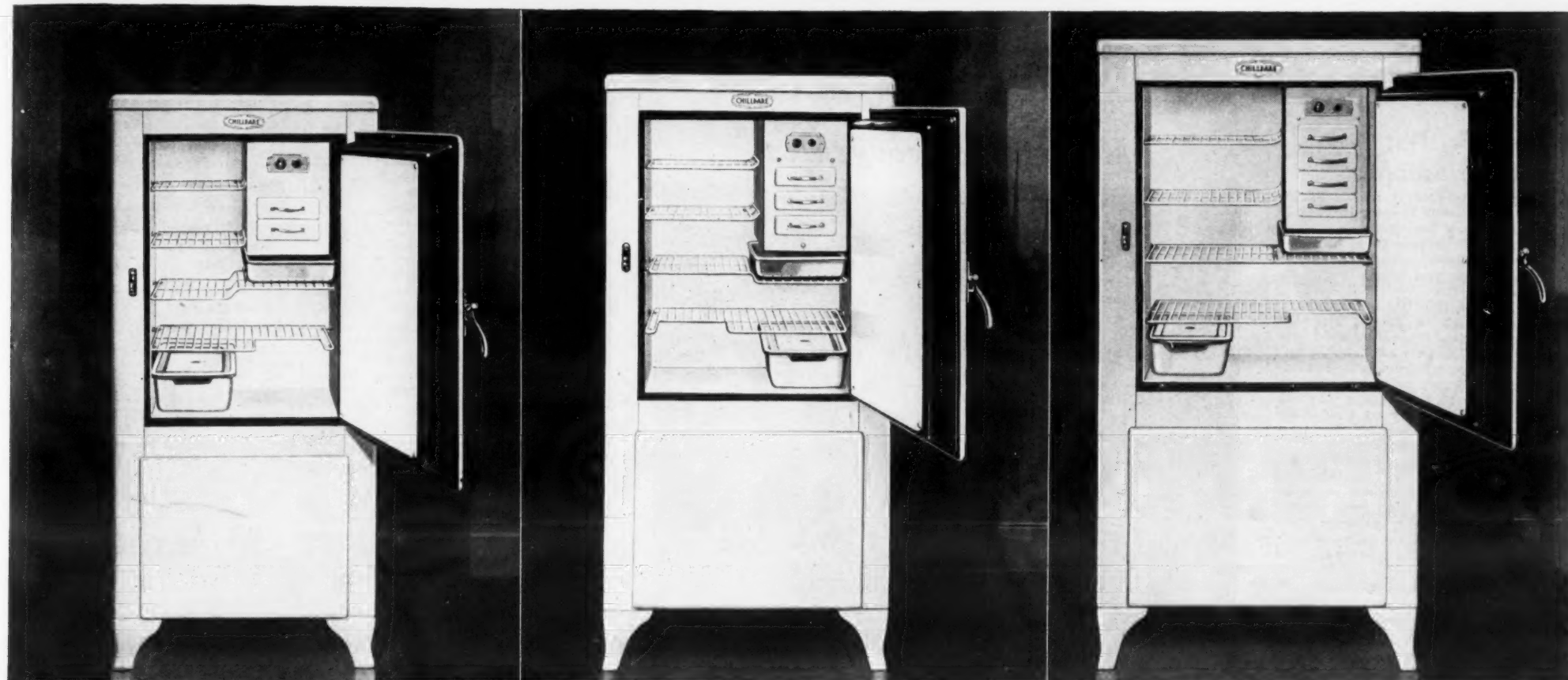
Bonderite
HOLDS PAINT TO STEEL

Parker Rust-Proof Co.
2197 Milwaukee Ave. Detroit

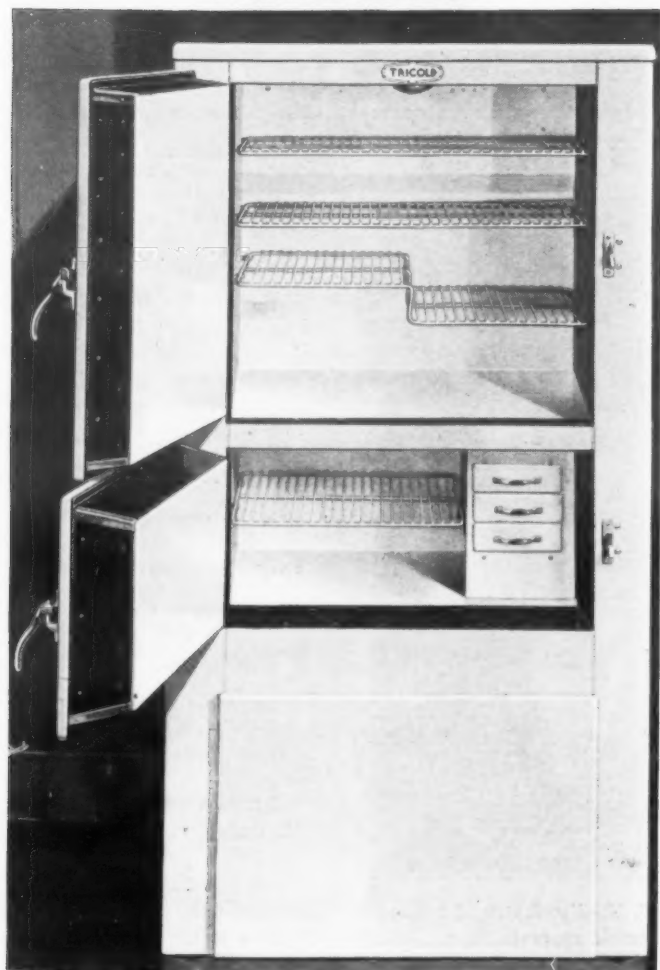


PARKER RUST-PROOFING
SCIENTIFIC RUST PREVENTION

On page eight of the "Leonard Directed Demonstration Manual" appears the paragraph quoted above. Throughout other pieces of Leonard literature, here pictured, occur similar references to Bonderizing.



TRICOLD



CHILLDARE

**COMPANION LINE TO TRICOLD
... Gives DISTRIBUTORS and DEALERS
A Quality Line That Meets All Competition**

Just as TRICOLD is sensational from the standpoint of refrigeration results, CHILLDARE is a sensation in Value. By actual measurements, by actual performance standards in dollar for dollars worth, it excels every orthodox type of refrigerator on the market today.

Half a million people will buy refrigerators this year in the TRICOLD price class. Another half million people will buy refrigerators this year in the CHILLDARE price class. With CHILLDARE'S visible extra-quality and CHILLDARE'S low price, you are in an enviable position to get the business of this latter group of buyers.

Just as TRICOLD performance corrals the higher priced business, CHILLDARE quality will clinch the sales to those people who through preference or necessity are limited to a refrigerator in the lower price field.

From the standpoint of sales strategy, too, CHILLDARE is worth its weight in gold as a companion line to TRICOLD. If you know merchandising you can appreciate the full potency of this double hook-up.

TRICOLD is the magnet that will draw people into the store. It is the only refrigerator with sensational new features—a refrigerator that is so different in principles and results that everyone will want to see it before they buy any kind of refrigerator.

TRICOLD will bring them in—and when they come, the TRICOLD-CHILLDARE dealer has a double opportunity to sell them. TRICOLD with its companion line CHILLDARE, gives him a complete line with which to meet all competition.

Every woman will want a TRICOLD but for those who must keep within certain price limits, the TRICOLD-CHILLDARE dealer has another powerful weapon in CHILLDARE—the greatest values in the industry in standard refrigerators.

When you show her the CHILLDARE—better built and priced at considerably less than nationally known refrigerators that are regarded as standard of value, you will show her a refrigerator that she will come back to buy, no matter how much she looks around or shops.

TRICOLD and CHILLDARE constitute the biggest merchandising achievement in the industry—TRICOLD, the only refrigerator with features so revolutionary that it will bring every refrigerator prospect to the TRICOLD-CHILLDARE dealer's store and give him a monopoly of the quality business . . . CHILLDARE, the greatest value in standard refrigerators that will sweep all competition before it.

TRICOLD REFRIGERATOR CORPORATION

296 Delaware Ave., Buffalo, N. Y.

MANUFACTURING DIVISION,
DETROIT, MICH.

LITTLE STORIES OF INTERESTING
PEOPLE
IN THE REFRIGERATION INDUSTRY

THE EXPANSION VALVE

By George F. Taubeneck

LITTLE STORIES OF INTERESTING
IDEAS
IN THE REFRIGERATION INDUSTRY

Bill Myers, Wit and Philosopher

On one of the coldest nights of the winter, Bill Myers of Trupar dropped in Detroit last week and gave us a ring. The ring was a preface to a dinner, a show, and a far-into-the-night discussion of cabbages and kings in the refrigeration industry.

Mr. Myers is the handy-man-about-the-house over at the Trupar Mfg. Co. in Dayton. He is treasurer, merchandising manager, directs advertising and publicity, designs refrigerators, contacts distributors, and just now—while President Hunt and Vice President Lindsay are touring the country to visit Mayflower field selling forces—Mr. Myers is general manager of the office.

For all these duties he has been equipped by a varied training. He studied for the law. For six years he was in the advertising and sales promotion department of the National Cash Register Co. He has done personal selling. And for some time previous to the organization of Trupar, he worked under his present chief executive, H. J. Hunt, at the Duro company. Withal, he is still a comparatively young man.

In the heading for this little piece it is implied that Bill is a wit and philosopher. Previously in this column we have quoted some of his wit. Here's another example, culled from his output on that cold night last week:

"Chicago traffic lights work on the approach-forcing system. You approach and they force you to stop."

As for his philosophy, that would take too long to discuss right here and now; and anyway, it's economics which interest people today, rather than philosophy.

Suffice it to say that he smokes a pipe, sees all the world as a stage, and likes to view life from the other end of the telescope.

Escaping the Catalog

One of his pet problems at the present moment is almost identical with a problem of A. M. Taylor, advertising manager of Kelvinator and Leonard.

As we pointed out in this kolum several weeks ago, Mr. Taylor is interested in seeing that the Leonard refrigerator is not buried along with several thousand other items in the catalogs of the jobbing houses which act as Leonard distributors.

Mr. Myers is faced with the same situation. Most of the Mayflower distributors are old-line hardware jobbers. They have big, thick catalogs, which hang on a hook. Thousands and tens of thousands of items are listed in these catalogs.

The big task of Mr. Myers and his cohorts is to see that the Mayflower refrigerator is not "just another item," and that special departments are created under trained refrigeration executives to merchandise Mayflower electric refrigeration in an intensive fashion. It's not easy.

Evolution of a Design

Mr. Myers, incidentally, had a great deal to do with the cabinet design of the Mayflower. He wanted something distinctive, something with a blue ribbon or tag of social prestige. So he began studying period furniture.

Books were hauled out of the library. The various period styles of furniture were studied closely. Mr. Myers had an opportunity to delve further into Louis XVI and his times—one of his favorite recreational studies.

At last it was decided that the furniture design of the American Colonial period was adaptable to an electric refrigerator cabinet, and that it would have good sales appeal in itself.

More books were hauled out of the library. Mr. Myers made preliminary sketches, and called in a Dayton art student, who whipped them into shape and made the final sketch look presentable.

The problem of hardware, however, was a puzzler. The rough-and-ready hinges and handles of the Colonial period just wouldn't do on an electric refrigerator.

Then came the idea of making the door handle resemble a Colonial door-knocker. And that seemed just right.

Rex engineers put the design into a series of cabinets, and it has been used ever since.

Majestic's Heavy Men



Four Badger huskies, swinging sledge hammers, tried to break up one of Majestic's cabinets at the spring sales convention of Badger Radio Corp. Milwaukee, Wisconsin, distributor for Majestic products.

The Opera Singer

F. C. Geiler, vice president in charge of production at Trupar, is well known among the engineering fraternity of the refrigeration industry, for he is one of the old-timers, and has kept up his contacts and connections.

Many people recall, for instance, that he designed and installed the first multiple system for apartment houses. And some remember 'way back when the Mayflower refrigerating machine was the Everite, and F. C. Geiler was head man of that concern.

Here's something about him, however. I'll wager that not half a dozen men in the industry know: His hobby is singing arias from grand opera.

From Verdi to Wagner, and from Bizet to Deems Taylor, this musical engineer knows operas forward and backward. He will begin by telling the story, pause to sing one of the arias, go on with the story, and then sing another aria.

He is also something of an operatic critic, and knows the history of the operas and their composers.

Jim Beckman, Publicist

A few days ago we had a little talk with Jim Beckman, who handles publicity for Copeland. The genus *publicity-man* (a more elegant term is "counselor in public relations") has always interested me and puzzled me. How do they do it? How and where do they learn their trade?

Most publicity men, we have found, are ex-newspaper men. Jim, however, got his start in another manner. He was secretary to Elbert Hubbard.

Anyone who remembers the Sage of East Aurora—who was one of the most potent advertising copy writers of all time, who was a brilliant editor, and whose "A Message to Garcia" has reached a circulation exceeding almost any other writing by an American—will understand how Jim became a publicity man.

Elbert Hubbard was one of those individuals who, like Theodore Roosevelt and Henry Ford, can smell a piece of publicity a mile away on a windless day.

And Jim probably couldn't help absorbing some of Hubbard's method and technique.

Supplementing his practical studies under Elbert Hubbard came pioneering work for Gregg shorthand and Portland cement, soldiering under Col. Cornelius Vanderbilt, working on a Sunday magazine for newspapers, helping with political campaigns, and straight publicity work for silver fox scarves, Mack trucks, air travel and air mail, and C.M.T.C. training camps.

And there you have the makings of a publicity man. How he does it though, is another story.

An Advertisement

As this issue of ELECTRIC REFRIGERATION NEWS is being completed, the presses are rumbling with the final forms of the 1932 REFRIGERATION DIRECTORY and MARKET DATA BOOK.

Since last September Editor John Dittler and his assistant, Rose Bell,

have been laboring on this remarkable book.

In addition, the services of Stanley

Trupar's Myers



BILL MYERS
Witty and philosophical treasurer of Trupar Mfg. Co.

Dennis, formerly editorial director of the Gage publications and editor of *Electrical Record*, were engaged to compile and interpret a mass of figures and data for the statistical section of the book.

Publisher F. M. Cockrell has devoted a tremendous amount of time and

energy to the planning and supervision of the book.

John Schaefer, engineering editor of the News, has contributed time and ideas, as has the writer.

John Adams, assistant editor of the News, has had his hands full with the production of the book. A night force of compositors and linotype operators has been working on this job for weeks.

And the entire staff of the Business News Publishing Co. has in some manner or another contributed something to the sum total of thinking and labor expended upon this volume.

It will contain a complete list of manufacturers of refrigeration systems, parts, materials, supplies, production and service tools, related and companion merchandise, delivery and office equipment, electric signs, and other devices and services used by the industry.

The statistical section is an almost staggering collection of facts and figures about the industry. Especially interesting to readers of this kolum will be the statistics on dealers and distributors.

No matter what you have expected, the Valve will personally guarantee that the 1932 Refrigeration Directory will exceed your expectations.

If it doesn't just come and see me in Detroit and I'll fix you up.

Wilcock of Kelvinator On Competition

George Wilcock of the Kelvinator sales promotion department wrote the following piece for "Relevision," and we'd like to pass it on:

"Down below the Mason-Dixon line we were talking to George Doyle not so long ago. He's a veteran in this business of selling refrigerators, and like all veterans he began when the lowest priced Kelvinator cost more than a six-cylinder car does today.

"As usually happens in such discussions, we slipped onto the subject of competition.

"Where would we be without competition?" Doyle asked. And then he answered his own question. 'We'd have about two or three models to sell, and we'd have to get at least \$400 for the cheapest one.

"Competition with all the activity that goes with it has created public interest. The public has accepted the idea of proper refrigeration, and great sales have been made. This has reduced the price, and sales resistance has been lowered. Refrigeration would be in a tough spot if it weren't for competition.

"But don't you lose a sale to competition occasionally?" he was asked.

"Sure. Who doesn't? Everyone makes a mistake now and then. That's why they put rubber mats under cuspidors.

"What do you do when you run into competition on a good prospect?"

"I just bear down on Kelvinator a little harder. There's no use in getting excited and condemning the competitive refrigerator. A wise mother never tells her child when she's trying to put him to sleep. She sings lullabies.

Plotting Against Sales Barriers



B. S. Arnold and H. H. Weisberg, Syracuse, N. Y., distributor, discussed Norge sales with R. E. Caldwell, Cramer-Krasselt representative; John H. Knapp, Norge's vice president, and M. G. O'Harra, eastern manager.

"The salesman who takes competition so seriously that he has to knock it throughout a big part of the interview is making a mistake.

"He either stimulates the prospect's interest in the other refrigerator, or disgusts him with all refrigerators.

"If you want my opinion, I'd say to tell the best story you can about Kelvinator, and refrain from throwing bean-balls at competition."

"That last statement reminded the writer of George Uhle's attitude toward competition. Maybe you don't care, but George Uhle is a big league pitcher. He has been around the majors a good many years, and he has earned a reputation for good, clean hurling.

"One evening during the training season last spring, big George was having an argument with a National League pitcher. This National Leaguer is noted for his ability to knock down opposing batters with pitched balls. Uhle has never knocked down a batter intentionally. So the boys had decided differences of opinion.

"Here's my argument," the bean-baller told Uhle, "and I claim I'm right. Whenever a guy tries to take my bread and butter, I'm going to do all I can to keep him from taking it."

"He meant, of course, that every hit makes a pitcher's job more insecure, and that every time a batter goes out, the pitcher is worth more money to his club. And by knocking down batters, this pitcher kept them moving away from the plate. He kept them off balance and prevented them from hitting the ball squarely.

"Uhle did not agree with him.

"I'll tell you where you're wrong," George said. "When you throw one at the batter you're hurting your arm. You're throwing yourself out of position. You kill your balance. Your job depends upon how well you can work the plate and not on how well you can hit the batter. You're keeping your mind on the batter's head and not on his bat and it's bound to hurt you.

"I don't know of any batters being stopped by being knocked down. It generally has the reverse result. You get the batter sore and he concentrates more on you than he would otherwise."

"Change Uhle's words just a little here and there, and you have an excellent discussion on sales competition. Let's see:

"When you knock competition, you're hurting yourself. You're throwing yourself out of position. You kill your sales ability.

"Your job depends upon how well you talk about Kelvinator, not on how well you can throw dirt at competition. You're keeping your mind on the competitor's weaknesses, and not on how good Kelvinator is, and it's bound to hurt you.

400 Per Cent of Quota

The following advertisement, which appeared in the Carlisle, Pa., *Sentinel*, is indicative of the up-and-at-'em spirit which is helping the refrigeration industry defy Gen. Business Conditions and all his weeping army:

THIS IS STATION WHP

The Frigidaire Voice of Central Pennsylvania

(With Apologies to WHP, The Radio Voice of Central Pennsylvania)

This is the first time that we agree

With the "depressionists," who say

That business is not good.

They are absolutely right!

Business is not good—

Business is better!

What other reason could we give

For the fact, that in February

We have sold 400% of our quota.

YOU CANNOT CRY WITH A STIFF UPPER LIP

W. H. PREUSS
FRIGIDAIRE SALES and SERVICE
Strand Theatre Bldg. Carlisle, Pa.
Telephone 1022

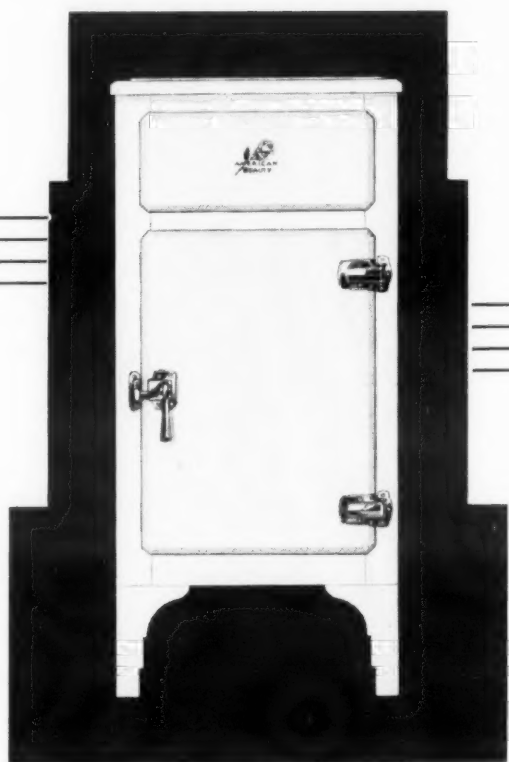
Ready Mr. Dealer • Mr. Jobber!

NEW

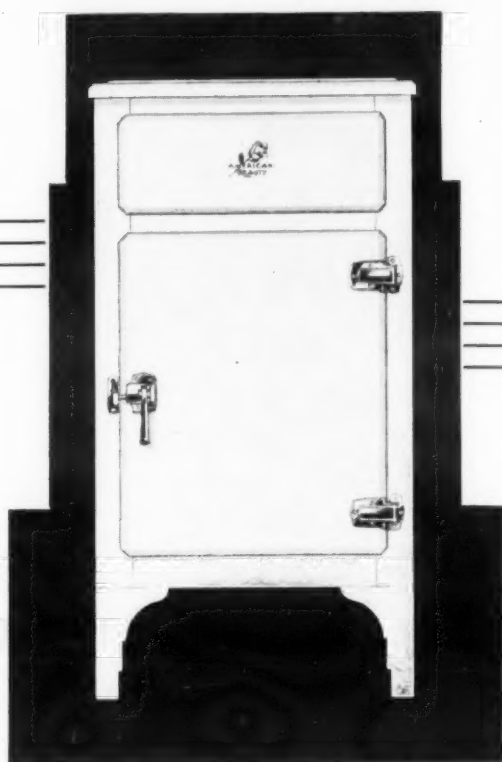


MODELS

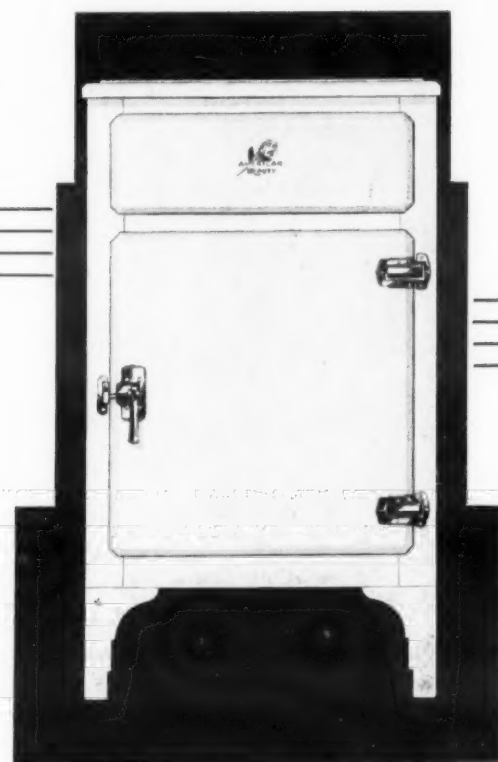
Lowest Priced Complete Line on the Market



MODEL AB-5



MODEL AB-6



MODEL AB-7

IMMEDIATE SALES • IMMEDIATE PROFITS

Name alone will make sales . . . Appearance alone will make sales . . . Construction and Efficiency alone will make sales . . . Price alone will make sales . . . All these together assure large scale volume-

There's profit to be made—for jobbers and dealers in 1932, —with the New American Beauty Line—the lowest priced complete line of electric refrigerators on the market.

Don't think just because our models are all priced below other quality lines that the American Beauty Line is in any way inferior.

It is strictly a modern up-to-the-minute quality product—priced for the present—built for the future—conceived and created by men with years of electrical refrigeration experience—men of imagination, foresight, ability and ingenuity—only such men could make this lowest priced quality line possible.

Read these features—baked enamel lacquer finish—porcelain interior—specially designed hardware—8 point freezing range—fast-freezing—large ice supply—double deep dessert tray—extra heavy ribbon type shelves—steel cabinet completely sealed—three-inch insulation of the highest quality—heavy doors. Compressor and evaporator, one unit, easily installed, no connections to make—spring suspension—unusually quiet.

Remember our discounts assure ample profits—and our dealers are protected by a sensible guarantee.

Again let us repeat—there's profit to be made by American Beauty Dealers and Jobbers in 1932—but you must act quickly.

Regardless of your present connections • write, wire or mail coupon below for prices, plans and complete details.

The American Refrigerator Co.,
Harries Building, Dayton, Ohio.

I am interested. Please send your complete plans.

Mark X ☐ Dealer ☐ Jobber.

Name

Address

City..... State.....

THE AMERICAN REFRIGERATOR CO. • HARRIES BLDG. • DAYTON, OHIO



Advanced Refrigeration

Realizing that there are many thousands of people who would like to own a genuine Frigidaire, and whose purchases have been delayed only because of first cost—

We announce new prices—the lowest in Frigidaire history.

In doing this we have considered all the economies in manufacturing that can be effected by greatly increased production and are offering the public the advantage of these savings.

Today you can have a genuine Frigidaire with all it offers in convenience, economy, dependability and known value—the 4 cubic foot Moraine Model—for as little as \$130 f. o. b. Dayton, Ohio.

FRIGIDAIRE

The General Motors Value
in the Refrigeration Industry



The above advertisement has appeared in more than 2000 newspapers throughout the country

This sweeping price reduction on the 4 cubic foot Moraine Model Frigidaire and the substantial reductions made on all other Frigidaire household models are now in effect.

In addition, all Frigidaire Compressors and Coils for commercial purposes are now guaranteed for 3 years.

The dealer holding the Frigidaire franchise now has a most unusual opportunity for an immediate increase in volume and profits. We are enlarging and developing further our dealer organization. Write or wire today for complete facts. Frigidaire Corporation, Subsidiary of General Motors Corporation, Dayton, Ohio.



ALL FRIGIDAIRE COMMERCIAL EQUIPMENT IS NOW

guaranteed for 3 years

You cannot afford to be in doubt about the dependable performance of the equipment upon which you rely for safe preservation of perishable foods. You want the security given by the extra power and superior quality of Frigidaire.

So, as an added insurance to the purchaser of commercial Frigidaire regarding the safety of his investment, the world's largest manufacturers of electric refrigeration announce a complete 3 year guarantee on all Frigidaire commercial equipment.

Phone the nearest Frigidaire dealer, or write direct to Dayton for complete information. Frigidaire Corporation, Dayton, Ohio.

FRIGIDAIRE

THE GENERAL MOTORS VALUE IN THE REFRIGERATION INDUSTRY



The above advertisement will appear in leading national magazines reaching merchants who use refrigeration

Hot weather and the peak selling period for refrigeration is just ahead. Who will get the business?

The Frigidaire dealer has always had the most complete line... more to sell... more places to sell it. And now...

—all Frigidaire Commercial Equipment is guaranteed for 3 years.

—all Frigidaire Household Models are offered at greatly reduced prices.

There is now a most unusual profit opportunity for the dealer holding the Frigidaire franchise. We are enlarging and strengthening our dealer organization. Write or WIRE direct to Dayton for complete information today. Frigidaire Corporation, Dayton, Ohio.

ELECTRIC REFRIGERATION NEWS

The Business Newspaper of the Refrigeration Industry

Published Every Week by

BUSINESS NEWS PUBLISHING CO.

Also publishers of REFRIGERATED FOOD NEWS (monthly) and the REFRIGERATION DIRECTORY (annual)

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VOL. 6, No. 28, SERIAL No. 156, MARCH 16, 1932

Editorial Aims of the News

To encourage the development of the art.

To promote ethical practices in the business.

To foster friendly relations throughout the industry.

To provide a clearing house for new methods and ideas.

To broadcast the technical, commercial and personal news of the field.

Designers' Opportunity

THE first automobiles were simply buggies and four-wheeled carts powered by a gasoline engine. Likewise, the first electric refrigerators were simply ice boxes cooled by a small refrigerating machine.

A relatively swift evolution in body design, spurred on by the desire to create a larger replacement market, has made 1932 automobiles as unlike their early predecessors in appearance as modern horses differ from their prehistoric, four-toed, wolf-sized ancestors. Electric refrigerator cabinets, however, still very much resemble ice boxes.

At first the industry was interested chiefly in devising a small refrigerating machine which would work. To reciprocating compressors were added rotary compressors, and the "open" type of machine was joined by the hermetically sealed unit. Engineering technique improved with experience, and today most of the refrigerating machines on the market will give satisfactory service.

Discover Cabinet's Importance

Not long was the industry in learning, however, that the cabinet is quite important. Old-fashioned ice boxes did not hold up under the strain of the lower temperatures obtained by refrigerating machines. So out of the laboratories came stronger and sturdier boxes, better insulated, making use of steel and porcelain.

Not until recently, however, has the industry become interested in beauty of design. Having developed machines and cabinets which will give satisfaction under almost any conditions, minds of some executives are now turning toward making their products more attractive.

Steps in this direction have been high legs, beveled edges and rounded corners, and fancy hardware. Inside the cabinet many refinements have been made, such as interior lights, sliding and telescopic shelves, rounded corners for ease of cleaning, and the addition of a growing family of accessories.

Fundamental Design Similar

Fundamentally, however, an electric refrigerator remains an oblong box with a door, and a mechanical cake of ice in the top. There have been few departures from this first formula.

Indications that a demand for variety in appearance is growing may be had by looking over the 1932 lines of the various manufacturers. Almost all of the leading manufacturers are now showing boxes in colors—not as part of their standard lines, but as models available if the customer has inclinations in that direction.

Black refrigerators are being marketed, and a number of different color combinations may be seen in occasional showrooms. Colors have been

tried in past years and found not particularly popular. It may be, however, that their day is arriving.

Water Coolers Different

Water coolers brought out by Frigidaire and Westinghouse recently have emphasized designs which are new departures from anything they have hitherto offered. Mayflower refrigerators make capital of their "Colonial period" style. Gibson advertising stresses cabinet beauty.

Although refrigerating engineers are deep into the problems of refrigerated trucks, air conditioning, and low-temperature equipment, and although new designs in compressors may be expected, the word is being passed around engineering departments that new cabinet designs—styles which will at once be different and arrestingly attractive, yet suitable for quantity production on an economical basis—will be welcomed and given close attention by those who make the final decisions.

At present the tendency seems to be toward lower prices and refrigerators stripped of all but the bare essentials. Some manufacturers, however, are preparing for an upturn in business by directing research not only into means of better and more efficient refrigeration, but into new and possibly radically different designs for cabinets.

For cabinet designers with imagination there seems to be an indubitable opportunity waiting to be seized.

GLEANINGS

FROM RECENT PERIODICALS

SEEING RED

THE radio industry is an example of a healthy business which wrecked itself through reckless overproduction, dumping, price cutting and quality shaving.

Many electrical men are wondering today whether the many new manufacturers, new distributors, new retailers coming rapidly into the refrigeration field constitute a similar threat to that profitable industry. There is an indication of such a possibility in the low prices announced by new manufacturers and the rumors current as to the price policies of the industry's leading makers.

Many of the recent recruits to refrigeration come from the radio trade. This is not new, of course. One leading radio manufacturer has been successfully building refrigerators for nearly two years, and last year hundreds of radio distributors and thousands of radio dealers undertook the sale of refrigeration. But the threat is not from the entrance into refrigeration of the radio trades; it is not even from the pressure of department stores for lower prices. The danger to the refrigeration industry today is the threat of too rapid expansion.

Refrigeration has a wide public acceptance, but it is still a specialty. It is not now and will not be for years to come in the class of demand merchandise.

The industry has never made any attempt at the artificial maintenance of prices. Refrigeration prices have been steadily reduced as sales and production steadily increased, but they have been maintained at levels that have covered not only the costs of producing, but the costs of selling a specialty product. These sound price policies have provided the money that built the market through advertising and remunerated specialty selling through sufficient dollar margin.

Manufacturers who may now be stampeded into low prices by the threat of competition and dealers who may stock heavily in the belief that price alone will sell refrigerators are equally a menace to what is today a profitable structure.

The sound reason for lowering prices is to expand markets. Otherwise, it is a profitless struggle over a declining volume. Lower prices will not greatly expand the market for refrigeration. We know the market for 1932. It is approximately 1,000,000 domestic refrigerators. We know that this market can be sold only by the same consistent sales and advertising pressure that has built the business to its present size.

The attempt to expand this market as rapidly as it is possible to expand manufacturing and distributing facilities will bring overproduction which will inevitably eliminate the dealer, erase manufacturing profits and leave the distributor on the rocks.—*Electrical Merchandising*, March, 1932.

MERCHANDISING AT A LOSS

UTILITIES are anxious to develop the domestic market rapidly. Executives put the burden upon the merchandising departments and expect them to do this at a rapid rate and yet make a profit as merchants. This cannot be done at present. The margins on appliances are too low and the competition with other services is too keen to permit of high-pressure selling at a profit. No dealer or utility merchandising department can make money if the attempt is made to increase sales volume rapidly. The greater the rate at which business is gained, the greater the merchandising loss.

This is the fault of the present merchandising system and it cannot be changed overnight. Conditions undoubtedly will be improved, but, at present, utility executives cannot have their cake and eat it. They must take a loss as merchants and realize profits only from increased use of energy. The profits should be far greater than the losses at the balance point.

The dealer cannot sell at a high-pressure rate and make money. This is not his fault, but he should not begrudge immediate business to the utility that sells despite merchandising losses. The dealer and the utility, however, should work together to get the merchandising business on a plane that will enable them to make money. They should put it up to the manufacturer and jobber to help them improve the system. It can be improved.—*Electrical World*, March 12, 1932.

Through a Woman's Eyes

By Gertrude Stanton

The Low-down

We are about to tell all. Accompanied by one of the other assistant editors we went the rounds at a recent Builders and Food Show here in Detroit, each protecting the other from the final killing blow of enterprising salesmen. We came away without signing anything but prize blanks, but anything you want to know about sales methods—at least of the methods of the salesmen on the floor that night—we can now divulge.

There were, of course, exhibits of all sorts of home equipment—garage doors, and vacuum cleaners, plumbing fixtures and wall paper, furnaces and refrigerators. Then there were food products, and, finally, the people who pop up out of nowhere whenever booths are being arranged for a show—the cotton-candy man, the man who sells genu-wine ivory carved in Switzerland (made of celluloid), the perfume counters, the man who sells pen and pencil sets, the Venetian glass-blower (from east-side New York), and the horoscope man.

There are, as we used to start compositions when we were in fifth grade, many kinds of salesmen. One kind gets out in the aisle of the show and bellows, handing you literature, free samples, anything he can stuff into your hand. He is a kindred soul with the carnival man whose "Aw right, come mon ovah! Everah-boddah a winnah! Take home a blanket to the mis-sus! Hey—come mon ovah!" succeeds, without a doubt, in collecting a crowd.

Much more tricky, however, is the man who waves his arms wildly, but talks so softly that you must crowd up close to hear him. Sometimes, we suspect, he has his relatives come to stand listening raptly until his crowd commences to collect. Anyone will stop where a group of people seems to be interested in watching something. After a short time, he has so many people standing about that it's impossible to get past the booth, and one must listen, whether one cares to or not.

The Venetian glass-blower was that kind of Barker at this particular show.

Women dressed in crisp uniforms were handing out free samples of some sort of sandwich meat, little bites on toothpicks. They had a huge crowd. Free food, no matter if it's only a bite of salad dressing, has no superior as an attention-getter, except, perhaps, on board a nice, galloping boat.

Very plentiful at almost every fair or show of this sort is the salesman who stands peacefully in his booth, watching the world go by. If someone asks him something, he answers. If no one asks him anything, he seems perfectly content. Perhaps he isn't a salesman at all—just a night watchman. Often his wife will be sitting just where she spoils the effect of the booth's arrangement, apparently waiting until the show is over and her husband can take her home, but feeling a little important at being "behind the scenes."

With some of the smaller specialties, the idea is to sell them from the floor. With the larger ones—the refrigerators, ranges, etc.—the idea is to get prospects, or to close a sale if possible.

With this in mind, some of the refrigerator firms had prize offers, and went on the assumption that anyone who was interested enough to sign one of these was a prospect. No selling effort was apparent in these booths. The salesman seemed to dwell on getting your name and address down on that ticket, the while he impressed the name of the refrigerator on your mind.

We stopped at one booth, looking as much like prospects as possible, and were approached by a salesman. He was an older man, and probably could spot a prospect a mile away. At any rate, he said, "Are you interested in buying a refrigerator?"

"We're just looking around," we said, but with bright and expectant faces. The salesman faded away. We decided we could make quick work of our little experiment at that rate, and went on to another booth.

There, we fiddled with the gadgets on a small domestic model for a moment, until a salesman came up.

"Are you interested in a refrigerator?" he asked.

"We're just looking," we piped, but the sentence didn't cast its magic spell on this salesman.

He sold us everything on the refrigerator. He wanted to know how many in the family, first. Then he picked out the model he wanted to sell us, and started at the beginning. We learned what the finish was, and why. What the interior was, and why. We caught

the two or three little digs at competitors which he gave so neatly that they were almost ethical. He even told us how to defrost it, and then suddenly got down to business.

"What kind of refrigeration are you using now?" he asked. We told him ice, to make the story good. Then he gave the story on 50° or below and food preservation.

He was rapidly getting to the point where he would ask what time to deliver the machine. Although we left, his employer would have been pleased and proud at the bulldog way in which he insisted on taking our names, and grimly held onto us until we had entirely escaped.

In one booth which we entered there was a strange being in charge. We walked around and looked at all there was to see—a skeletonized unit, the various models—we asked each other questions, and the man followed us around with a lean and hungry look, but said nary a word. Perhaps he was hoarse from answering questions.

One interesting salesman smiled at us as we entered his booth, followed our eyes as we looked at his refrigerator, and told us about the various features as he saw them take our attention. We asked him a few questions, and he answered those. He gave us a bright piece of sales promotion literature, and told us just a little about the mechanism of the machine.

His attitude was "I'm here, at your service. The refrigerator sells itself, but if there is anything you don't understand, I'll be glad to explain it."

If we hadn't already known about the way that particular refrigerator operated, his few sentences would have stimulated our curiosity until we would have asked the questions he was waiting for as a cue to our degree of interest.

Over in the food exhibits was a commercial set-up, for a change after all the domestic models. This was so interesting that we wanted to ask questions in our own character, and had to come out from behind our false whiskers and tell who we were. The salesman, however, was good enough to go on "selling," and we heard the whole story, just as he would have told it to a meat cutter or grocer.

This man's method was to explain everything, of course, then to get his prospect into the habit of replying "yes" to his questions. After he'd talked long enough to apply the final pressure, he'd start talking as though he had already closed the sale.

This salesman knew more than the sales talk he had been taught. He knew that equipment. His pencil came out of his pocket, and as he talked about a part of the equipment, he'd point to it. If it would come apart, he'd take it apart and show it to us.

He was a believer in getting the prospect to touch the equipment himself. He would hand things to us, tell us to try the easy way in which the door swings. He moved about all the time.

Most of all, however, he had one believing that this equipment was the best available. Sincerity? Every word was coated an inch thick with it. He had done a fine job on selling himself.

Letters from Readers

H. G. Bogart Company
340 Board of Trade Bldg.,
Toledo, Ohio.

March 8, 1932.

Publisher:

I want to compliment you on your editorial in the March 2nd issue of *ELECTRIC REFRIGERATION NEWS*. It was very timely, and the ideas expressed, in my opinion, were exactly right.

So many merchants fail to realize that the market which might be temporarily upset through the introduction of low-priced merchandise usually adjusts itself either through the elimination of such merchandise because of inferior quality or performance or by waking up other manufacturers to the possibilities of producing equipment at a better price and still retain the elements of good performance and value.

In my opinion the law of economics can never be defeated and while sometimes it is rather painful to prove a point in a controversy such as described in your editorial, still in the end the same law asserts itself and the manufacturers whose products are right and whose prices are right, according to the value given to the customer, win out.

H. G. BOGART, JR.

PHILADELPHIA SALES ACTIVITIES REPORTED

PHILADELPHIA — Details of the sales promotion campaign through which electric refrigeration dealers sold refrigerators to 6.1 per cent of the total metered homes in Philadelphia during 1931 are given in the annual report of the Electrical Association of Philadelphia.

As a first step, the Electrical Association made available a fund of \$25,000 for conducting a publicity and promotion campaign in the spring selling season—May 1 to July 31, 1931. The success of this campaign inspired an additional appropriation of \$15,000 for a similar effort during the fall selling season.

64% Spent in Advertising

Newspaper advertising took \$16,158.65, or 64 per cent of the spring appropriation last year. For nine weeks, "Reason Why" advertisements measuring 600 lines each were run at weekly intervals, and small 29-line "reminders" were inserted at regular intervals.

Six metropolitan newspapers, three papers reaching German, Jewish, and French districts respectively, and five suburban papers carried portions of this schedule.

Another medium used was radio, which took \$1,833.73, the money being expended for 26 broadcasts of 15 minutes each from Philadelphia stations, featuring a signature song, a brief talk on refrigeration recipes, and musical selections. Refrigeration recipe books were distributed to listeners who wrote in or called at refrigeration dealer showrooms for them.

Street Car Advertising

The association was fortunate in securing, without cost, 1,000 dashboard spaces on the front of Philadelphia street cars. These spaces carried gold and black posters featuring the slogan, "Invest in an Electric Refrigerator," all of which were bought for \$196.50.

Billboards were utilized to the extent of \$5,474.66; 64 of the billboards used were illuminated, and the other 244 were regular standard boards.

The annual Refrigeration Show was held in the Edison Bldg. from April 20 to 25, inclusive.

Only newspapers were used in the fall campaign, with the same lineage ratio that had been followed in the spring campaign.

Retail Value \$7,502,615

Retail value of the 30,875 units sold by the dealers in the Philadelphia area during 1931 was \$7,502,615. The highest percentage of sales for any one month fell in April, when 16.7 per cent of the total sales were made.

Other monthly percentages were as follows: January, 3 per cent; February, 3.2 per cent; March, 8.3 per cent; April, 16.7 per cent; May, 13.1 per cent; June, 12 per cent; July, 12.1 per cent; August, 7.2 per cent; September, 6.3 per cent; October, 5.3 per cent; November, 4.6 per cent; December, 8.2 per cent.

Of the 1931 electric refrigeration sales to the public in the Philadelphia territory, less than 9 per cent were made by the local utility, the Philadelphia Electric Co.

Officers of the Electrical Association of Philadelphia for 1932 are as follows: Horace P. Liversidge, Philadelphia Electric Co., president; Frank R. Elliott, Elliott-Lewis Electrical Co., Inc., vice president; Frederick M. Shepard, Cates & Shepard, secretary; and Philip H. Ward, Jr., Ward Electric Co., treasurer.

REFRIGERATORS DISPLAYED IN CHATTANOOGA SHOW

CHATTANOOGA, Tenn., March 16.—An exhibit of electric refrigerators, both domestic and commercial models, forms a part of the 1932 automobile show in the Chattanooga Memorial auditorium, which closes tomorrow.

The Tennessee Electric Power Co., distributor of Frigidaire, is showing an electric model kitchen. Other makes which are part of the exhibit are General Electric, Westinghouse, and Kelvinator. Between 75 and 100 models of refrigerators are to be seen on the show floor.

CARON TO HEAD KELVINATOR SALES IN CANTON, OHIO

CANTON, Ohio.—J. E. Caron, formerly associated with electric refrigeration sales in Lima, Ohio, has arrived in Canton to direct the sales of Kelvinators in the newly installed electric refrigeration department of the People's Globe, 236 Market Ave. N., which has been appointed Kelvinator representative for this territory.

A feature of the opening of the new department will be the cooking school where Miss Eva McPherson, home economist, will illustrate "cooking with cold" for three days in the newly equipped electric refrigeration rooms of the store, a home furnishing company.

A full-page advertisement in the local Sunday paper announced the free cooking school at which refreshments will be served and prizes given.

If you were retailing PORK CHOPS

you'd be glad to hear

"This Cabinet is Corkboard Insulated"



HUSSMAN-LIGONIER DISPLAY CASE

Model MD Meat and Delicatessen Counter, a heavily insulated double duty counter, with two shelves for display on top and storage in the lower compartment. Overhead refrigeration. Baffles insulated with corkboard. Entire counter insulated with 4" of Armstrong's Type LK Corkboard, insuring efficient and economical operation.

IMAGINE you are the customer. Let's suppose you are in the market for a good commercial refrigerator. What are you looking for? First of all, you want safety for foodstuffs in the cabinet. You need economical operation. And you must have a cabinet that will last a long time.

So you (the customer, remember) listen carefully as the salesman describes the features of his cabinet. Ordinarily he says: "This refrigerator will keep food safe. It costs little to run. It will last many years." If he can back up his claims with the fact that his refrigerator is insulated with Armstrong's LK Corkboard, he wins!

That's how sales are made. You give the customer what he wants. And you give it to him because you feature Armstrong's LK Corkboard—a good product with a known name. That is why so many manufacturers of commercial refrigerators have standardized on this new type of corkboard made by an exclusive Armstrong process.

We would like to tell you more about this insulating material. About its low coefficient of thermal conductivity (.269 B. t. u. per hour, per square foot, per inch thickness, per degree temperature difference at 90° mean temperature); about its moisture resistance, light weight and lasting efficiency. May we send you complete data and samples? There is no obligation. Armstrong Cork & Insulation Company, 917 Concord Street, Lancaster, Pennsylvania.



AT YOUR SERVICE

Check the nearest office. Get the phone number from the local directory. Then call for further information about the new sizes of Armstrong's Type LK Corkboard.

Albany, N. Y.; Atlanta, Ga.; Boston, Mass.; Buffalo, N. Y.; Charlotte, N. C.; Chicago, Ill.; Cincinnati, Ohio; Cleveland, Ohio; Dallas, Tex.; Denver, Colo.; Detroit, Mich.; Grand Rapids, Mich.; Houston, Tex.; Jacksonville, Fla.; Kansas City, Mo.; Milwaukee, Wis.; Minneapolis, Minn.; New York, N. Y.; Omaha, Neb.; Pittsburgh, Pa.; Rochester, N. Y.; St. Louis, Mo.; Syracuse, N. Y.; and in Canada—Montreal, Toronto, Winnipeg.

Armstrong representatives are located in the following cities: Baltimore, Md., John R. Livezey; Los Angeles, Cal., Gay Engineering Corporation; New Orleans, La., H. T. Steffe; Philadelphia, Pa., John R. Livezey; Portland, Ore., Gillen-Cole Company; San Francisco, Cal., Van Fleet-Freear Company; Seattle, Washington, Tourtellotte-Bradley, Inc.; Washington, D. C., John R. Livezey.

Armstrong's ^{TYPE} LK Corkboard Insulation

Efficient and Practical Insulation for Refrigerating Equipment

How To Operate a Distributorship

As Told By H. B. Barber, Manager, Detroit Kelvinator Branch

DETROIT—The Kelvinator Sales Branch of Detroit, considered by factory officials to be a model distributing organization, has conducted successful and profitable operations since 1924 principally because its personnel set-up and sales activity are flexible in nature, states H. B. Barber, general manager.

"When the topic of distributing set-ups comes up, there are two types which come to my mind," Barber says. "There is one with which you could run your business with a maximum of harmony and ease, the one you'd like to have. Then there is the other type, the one which you must have to make your operations pay."

"The paying type of organization just can't be a theoretically perfect and at the same time static sort of set-up," he points out. "It must have flexibility to meet changes in the market if the operator intends to make any money."

Show Large Profit Percentage

The matter of showing a profit over certain defined periods of operation is the primary aim, Barber observes. While other Kelvinator branches and distributing agencies have done a greater volume of business than the Detroit branch, few have shown as great a percentage of profit on merchandise sold.

The selling of refrigerators is no game for rainbow-chasers, he states. As he pictures the work, it should be a sound commercial venture in which men with a sales type of personality who are willing to apply themselves can make an honest, moderate living.

It might seem that the sound, stable enterprise visualized by Barber would have little place for such characteristics as change and flexibility. Yet they are absolutely essential to the life of such a business, Barber contends.

But the flexibility which Barber has injected into his operations is not the shifting, hurried change in management and personnel which follows upon a decrease in the volume of business and which leaves the organization in a state of panic.

Study Current Situation

The almost constant change in department structure and emphasis which takes place in the organization headed by Barber is carried out only after a careful study has been made of the current situation, and the move when made averts trouble rather than acting as the cause of it.

"We attempt to make a careful analysis of the market and to anticipate changes in buying trends. Then we direct our enterprise so as to take advantage of what we have learned by capitalizing on the type of market which presents the greatest current opportunity," Barber explains.

"In the field of domestic sales we try to size up the present state of public acceptance, to prophesy seasonal changes by past experience, and to look to general business indicators to sense the home dweller's buying power."

Barometer of Class Field

"Our 'barometers' in the class fields are somewhat different. In the apartment house field we check closely on the situation with regard to the vacancy and occupancy of larger flats, the activity of builders, and the situation in the smaller flat market."

"With respect to commercial sales, we rely on statistics showing the life and credit rating of the average food retailer. When these statistics show us that the average business life of a commercial prospect in our territory is 14 months, we know that the commercial market isn't presenting a need for concentration."

"When we think we have the situation properly analyzed, we fit our personnel into the picture. We try to work out an arrangement whereby the individuals who do the actual selling work will increase their income with the rise of the potential market."

"We do not hold out 'high wages' to the salesmen in order to force a market which isn't breaking, but rather try to direct our men to the opportunity that

awaits them when we see that the market is breaking."

This plan has worked out exceedingly well from the personnel standpoint. Its operation has made unnecessary the wholesale release of salesmen or drastic cutting of commissions. On the other hand, the Detroit Kelvinator branch has not been struck with the over-employment and useless activity which slices profits. Most of the key salesmen have been with the branch from three to six years.

Salesmen for the Detroit Kelvinator branch know most of the intimate details of that organization's operations. All the cards are laid on the table before them.

"We feel that by doing this the men will be willing to take a chance at getting their fair share of the profits," Barber explains. "They won't get to expecting a greater amount of the profits than the traffic will bear."

Each department (retail, apartment house, builders', and commercial) has increased or diminished its sales force as the potential of its individual market increased or diminished.

Although there have been some wholesale shifts of man power as the "hot" market changed from one class to another, each department has maintained its identity and skeleton structure.

1927 Apartment House Campaign

"In 1927 the apartment house field promised the greatest return and we placed all our emphasis on that particular field," Barber points out in illustration of his plan.

"During 1928 commercial sales seemed to promise the most business and we gave the greatest amount of attention to this field. The builders' market was also given a close coverage at this time."

"In 1929 household sales seemed to give promise of excellent returns, and an organization was built to contact the household field with a view to immediately increasing the volume of business from this source."

"The present retail domestic department consists of a department head, personnel manager, eight supervisors, and approximately 50 salesmen."

"The department head handles the office routine and directs the major sales meetings. The personnel manager takes over the hiring and training of all salesmen."

"Each supervisor has a certain territory for which he is responsible in the matter of bringing in new contacts. From four to six salesmen work with each supervisor."

Getting New Prospects

"Supervisors may 'close' sales in any territory, but they are restricted to their own territory in the activity by which they gather in new prospects."

"Two men now comprise the apartment house department which handles apartment buildings of 12 flats and more. Two men can easily handle this job, as the field of 12-flat and up apartments is approximately 80 per cent saturated in Detroit."

"These men do the greatest share of their work with mortgage companies, trust companies, and individual owners. It is the poorer class of unequipped buildings which usually goes into the hands of receivers, and which must be refurbished before they will bring any return to the companies holding such apartments."

"A department head and four salesmen are included in the commercial department. Two years ago this department was using 15 men, but the hard times brought about short life and bad credit conditions among the small retail food merchants which greatly reduced the potential in this field."

"In the builders' department are five men who contact builders of new dwellings and who also assist in oil burner sales."

"The department head for the oil burner division (the Detroit Kelvinator branch sells Torridheet oil burners) is the 'outside man' in this work. In addition to the builders' department salesmen, all other key salesmen are trained

to tell the oil burner story. The department head for the oil burner division assists them in closing sales on this companion piece of merchandise."

"There is also a wholesale department consisting of a department manager and two contact men who handle dealers in the six counties which comprise our territory."

Salesmen are paid on a straight commission basis. In keeping with his "sound" basis of operations, in which he believes that sales cost should be kept as low as is possible without a reduction in efficiency, Barber gives drawing accounts only where the individual's record assures the firm of a return justifying such an allowance.

Use Drawing Accounts

"For the most part the men who are given drawing accounts return from 40 to 80 per cent more business than is guaranteed by their drawing account," Barber says. "Last year the drawing account loss from overdrafts in the domestic retail department was less than 1-10 of 1 per cent."

The Detroit Kelvinator branch operates three retail stores. These exist at the present time mainly as headquarters for salesmen and as places where the salesmen may pick up a little "easy" business. Two supervisors are assigned to each store and salesmen take floor turns.

"Detroit, in my opinion, is not a 'neighborhood buying' city," Barber points out. "This lack of community spirit is true in the sale of specialty appliances, if not elsewhere. The people here are educated to the aggressive work of large distributors, and wait for visits from them rather than go to the retail store to do 'across the counter' buying."

Branch Stores New

"Our branch stores are comparatively new, and we are watching them with respect to a determination of our future policy. I may be wrong about Detroit not buying from community stores, and if these stores should show a profit we would probably change our set-up to establish more of them."

A successful dealer, Barber believes, is one who has relied on outside effort to produce a substantial volume of business, and the selection of new Kelvinator dealers in the Detroit branch territory is pretty much predicated on this measuring stick.

Financial background and local reputation as an aggressive merchandiser are other factors taken into consideration in the establishing of dealerships.

"We try to find a specialty merchandiser who has other balanced lines, so that the refrigerator item will fit into his work to make a profitable piece of business for him," Barber points out.

The policy of the branch towards dealers is not over-dogmatic in its demands as to quotas or sales set-up. Dealers are required to have a proper display in a proper setting, and to be receptive to the cooperation which is offered by the branch.

Train Salesmen, Dealers

"We insist that the refrigeration salesmen whom they hire be brought into our training schools," Barber states. "Dealers also attend these schools."

"We also assist them in any large-scale outside campaign which they may promote, but we do not close sales for them, thereby avoiding the confusion and grief which other distributors have found once they tried to do everything for the dealer."

The matter of hiring salesmen who will be efficient, persevering, and contented probably constitutes the hardest problem for any distributor or branch manager, Barber believes.

"We depend upon classified advertising and contact by our present sales organization to bring in sufficient man power to replace the loss which comes from the inability of individuals to adapt themselves to aggressive outside selling," Barber states in outlining methods used to obtain salesmen for his organization.

Appearance, ability to handle the English language, and previous record as to working habits are criteria by which the applicant is judged in the first interview.

"In the matter of personal habits, we pay more attention to a man's apparent neatness and freedom from distasteful personal habits than we do to the question of whether or not he is a fashionable dresser," Barber explains.

"I don't know of any certain way in which you can tell whether an applicant is the 'salesman' type," Barber says. "The best way to handle the problem seems to be to give the applicant a chance, and the individual himself will soon discover whether or not he is adapted to do any kind of selling."

"We do not require that the applicant have previous experience. Inexperienced men may often have the knack of persuading people to their way of thinking which needs only an awakening and training to make them first-class salesmen."

"As soon as a new man enters our

organization he is given a 3-day course in a training school conducted by the personnel director. In this course he becomes familiar with the machine, the proper manner of representing it, and is armed against some of the problems he will meet in the field.

"We make this course but 3 days in length because we feel that a man can assimilate only so much knowledge about a certain subject. Experience has shown us that the average salesman reaches the saturation point on the subject of refrigeration in about 3 days."

"Anyway, he will receive the most valuable training by meeting and disposing of the problems that come up when he is in the field, and we put him on outside work under a supervisor as soon as he has completed this course."

A general sales meeting is held every Monday and Thursday at the branch offices. Barber himself conducts these meetings in which he treats on current methods and problems in selling and gives out announcements of importance.

The retail domestic department meets every other morning of the week to get assignments and special instructions, while the specialized or class departments hold individual weekly meetings.

Conduct Branch Contests

Contests conducted by the branch are going on about 50 per cent of the time, according to Barber. Occasional breathing spells are necessary to make the contests effective when in operation, he believes. Cash awards are favored by his salesmen.

Bonuses are paid to household salesmen on the basis of monthly making of quota.

"Our advertising is held strictly within the limits of a certain percentage of sales volume," Barber said when turning to that subject.

"We spend the advertising appropriation at our discretion, generally at periods of the year when the reaction of the public will be such that we will get the greatest return for our money spent."

"I am also an advocate of taking advantage of good 'buys' in advertising. Certain types of advertising may be greatly reduced in rate during certain seasons and it sometimes pays to take advantage of these bargains."

"The monthly advertising expense is balanced against the monthly earnings 12 times a year to provide a check against any possibility of exceeding the reserve set aside for advertising purposes."

"A large single item of expense will be apportioned over future months in which we can reasonably expect a return on the investment."

Use Institutional Advertising

Much of the advertising done by the Detroit Kelvinator branch is purely institutional in character, and all advertising is designed to educate the public to the name and quality behind the product.

"If dealers will use standard Kelvinator copy we will assume 50 per cent of their advertising expense up to a certain percentage of their purchases," Barber points out.

Direct mail is circulated to the active prospect list only.

Past experience has demonstrated that a tie-in in builders' shows and other public exhibitions in which merchandise is displayed will bring fair returns. Such promotional work has a double value in that it facilitates prospect-getting and has a certain amount of advertising value.

"We have used radio broadcasting for special program work and have found it productive of considerable interest," Barber states.

"It is particularly effective for a short, hard-hitting campaign—one in which you are announcing a demonstration campaign or the showing of new models and desire a medium which will get the message across to a large percentage of those who might be interested."

Sales promotion expense is also limited to a percentage of the earnings, and the monthly expenditure is carefully balanced against the accruing credits to maintain such expense within the prescribed limits.

CANADA OPENS DRIVE TO SELL 75,000 UNITS

TORONTO, Ont., March 15.—With a quota of 75,000 refrigerator sales during 1932, Canada has swung into line with the Electric Refrigeration Bureau in the United States, and an intensive newspaper and radio campaign, backed by electric light and power companies and manufacturers, went into action today.

The slogan is "Invest in an Electric Refrigerator" on a coin-shaped seal with maple leaves added to distinguish the Canadian mark from that of the United States. A tentative list of newspapers to be covered in large cities shows that over 1,000,000 separate messages will be carried to the public during the eight weeks of the campaign.

Combined circulation of the papers to be used is 1,126,723.

Wired Home Percentage Large

That Canada has next to the highest percentage of wired homes of any country in the world (being surpassed by Switzerland, which has more than 90 per cent of its homes electrified), that current is cheaper in Canada than anywhere else, and that there is only 6 per cent saturation of the electric refrigeration market makes Canada a good field.

Ways in which dealers can cooperate with the general plan and with each other are given as follows: Stimulation of sales force with enthusiastic presentation of the details of the plan, local advertising, discovery of new prospects, intensive use of manufacturers' display material, demonstrations, open stores in the evenings, and efforts to obtain publicity.

The tentative plan for newspaper advertising is based on the insertion of 10 advertisements during the period March 15 to May 20 in 17 papers in the following cities: Calgary, Alta.; Hamilton, Ont.; London, Ont.; Montreal, P. Q.; Ottawa, Ont.; St. John, N. B.; Toronto, Ont.; Vancouver, B. C.; Winnipeg, Man.

These ads will vary in size from 800 to 1,800 lines. Radio spot announcements twice a day, six days a week, over leading stations, will supplement the newspaper campaign during the entire eight weeks. Both campaigns will stress the thrift, convenience, and health of an electric refrigerator.

TIRE CONCERN ADVERTISES FRIGIDAIRE REFRIGERATORS

PHILADELPHIA—Frigidaire and its local area distributor, J. J. Pocock, Inc., is receiving advertising from Lee Tire Service, 502 N. Broad St., in the heart of the city's "Motor Row."

The tire concern, which merchandises and services "Lee of Conshohocken" tires, has a plan whereby it displays, free of charge, the products of its commercial customers, and advertises as well the number of trucks they operate, equipped with Lee tires.

For example, in a window is shown a large Frigidaire with light green and white window trim, including silk drapes and background, tissue paper window streamers and confetti scattered on the flooring, as well as large plush medallion bearing the Frigidaire "coat-of-arms."

Occupying a conspicuous place in this display is a sizeable window-card, announcing that J. J. Pocock, Inc., Frigidaire distributor, operates 41 trucks, all equipped with Lee tires.

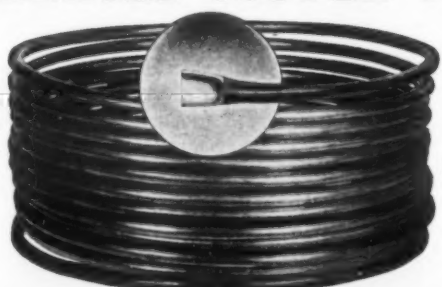
HARBER OPENS OFFICE AS MANUFACTURERS' AGENT

FORT WAYNE, Ind.—W. E. Harber has established offices in the Lincoln Bank Tower here, to operate as a manufacturers' agent, according to recent announcement.

His work will be to aid manufacturers in stabilizing or augmenting their distributor-dealer set-ups.

DEHYDRATED COPPER TUBING

Highest quality seamless Copper Tubing. Plain or Tin Plated



Made to A. S. T. M. specifications (B68-30T). Ready for quick installation. Prompt shipment

WOLVERINE TUBE CO.

SEAMLESS COPPER BRASS & ALUMINUM

1491 Central Ave.

Detroit, Mich.

CELLANITE

for BREAKER STRIP INSULATION

An odorless and odor repelling thermal and electrical sheet insulating material. Practically unaffected by moisture, oil, chemicals, and temperature extremes. Will not easily warp, swell, soften or deteriorate. CELLANITE remains accurate throughout long service and offers permanent insulation efficiency under all conditions.

CONTINENTAL-DIAMOND FIBRE COMPANY

NEWARK DELAWARE

WHOLESALE PRICES LOWER IN JANUARY

WASHINGTON, D. C. — Wholesale prices throughout the world receded further in January, according to a Department of Commerce statement March 7.

Out of 19 countries, increases occurred only in Latvia, Finland, Austria, and Norway, it was pointed out. Declines ranged from 3.5 per cent in Germany to less than 1 per cent in Denmark, France and Italy. The United Kingdom and Italy, from which February figures were available, showed that prices in that month remained steady.

Of the 39 groups of foods in 18 foreign countries, 24 were lower in price in January than in the preceding month, 12 were higher, and three at the same level.

Other group price drops exceeding 5 per cent were: animal products in Poland, 12.4 per cent; tea in British India, 10.3 per cent; and animal foodstuffs in Sweden, Italy, Germany and Denmark, 6.4 per cent, 7.9 per cent, 8.9 per cent, and 10.1 per cent, respectively.

The greatest rise during this period occurred in prices of foods other than cereals, meats and fish in the United Kingdom, 4.9 per cent. Prices of vegetable products in France and Latvia advanced 3.4 per cent and 4.6 per cent, respectively.

Prices of foods in Austria, wheat in Egypt, cereals in China, vegetable products in Canada, meat and fish in the United Kingdom, and vegetable foodstuffs in Germany were slightly higher than in the preceding month.

Fifty-two per cent of the non-food groups in 18 foreign countries were lower in price in January, 1937, than in the preceding month.

200 G. E. SALESMEN HEAR PLANS AT SPRING MEETING

INDIANAPOLIS — More than 200 General Electric dealers and salesmen of central Indiana, a practically complete representation of the territory, attended the fifth annual spring convention of the Hoosier Electric Refrigerator Corp., recently.

Plans for the spring sales campaign were presented by a group of speakers from Cleveland headquarters of the G. E. refrigeration division.

A. F. Head, manager of the Hoosier Corp., was chairman of the convention sessions and toastmaster at the closing banquet Tuesday evening. H. E. Warren, sales promotion manager, made the preliminary arrangements and handled the details of the meetings.

A commercial meeting was held in the forenoon at Refrigeration Institute, 943 N. Meridian St. The afternoon session and the banquet were in the Claypool hotel.

The sales campaign was presented by G. C. Wasson, manager of the distribution division at Cleveland. With him were a group who presented the "mock trial" which Cleveland is using to dramatize the solution of sales problems. Cleveland representatives with Mr. Wasson were H. O. H. Quinn, H. W. Kumler, E. H. Norling, R. E. Sheehan, J. Tuteur and John Farley.

A feature of the banquet in the evening was the presence of a number of guests representing interests allied with the Hoosier Corp. They included representatives of the company's auditors, its banking affiliation, the finance corporation, the General Outdoor Advertising Corp., and the Indianapolis News.

Mr. Johnson, of the General Electric office at Bridgeport, Conn., also was present. The guest speaker for the evening was "Dusty" Miller, of Wilmington, Ohio.

Plenty of Pennies

JERSEY CITY, N. J. — Bill Ryan, salesman for Philip Harrison & Co., General Electric distributor in New Jersey, was recently successful in carrying his sales appeal right up to the last ditch, but on the matter of the down payment he struck a snag.

The prospect insisted she did not have \$10 to bind the contract. A daughter, however, was not so easily discouraged. Upstairs she went to get a box in which she saved pennies.

"There must be nearly \$10 in that box," she said. There were \$10.23 in coppers. Bill got the order for an SS-62, which made the thousand pennies easy to carry.

\$100,000 REFRIGERATION SHOW OPENS IN BALTIMORE

BALTIMORE, March 16. — Refrigerators valued at \$100,000 are being exhibited in Baltimore's first Electric Refrigeration Show and Exposition, which will continue for another 10 days in the arcade of the North Avenue Market Building, Charles St. and Maryland Ave. More than 50 models are on display.

Distributors and dealers exhibiting at the show include: Frigidaire Sales Corp.; Eisenbrandt Co., Inc.; Majestic; Thermo Engineering Co., Inc., subsidiary of the Eastern Hardware & Supply Co.; Copeland distributor; Ollendorf-Hirsch, Inc.; Servel; Pen-Mar Co.; Merchant & Evans; Tri-State Distributors, Inc.; Mohawk.

Daily prizes being awarded by the various firms include vegetable crispers; small electric appliances such as coffee urns, griddles, table stoves, or toasters; cooking utensils; ice cube trays; sets of dishes.

A feature of the show is the appearance in person of various moving picture stars who happen to be playing in Baltimore during the two weeks of the show.

Miss Evelyn Francis, domestic science instructor and cooking expert, daily conducts a class in the preparation of desserts in the various refrigerators.

MAJESTIC DEALERS HOLD MEETING IN MILWAUKEE

MILWAUKEE — Dealers in Majestic radios and refrigerators attended a spring meeting sponsored by the Badger Radio Corp., 808 North Market St. here, on Feb. 24. About 278 dealers attended.

V. H. Maurer, president of the distributing organization, made the address of welcome, after which C. W. Hamilton talked on "Refrigeration and Its Place in the Home" and presented the 1932 line of Majestic refrigerators.

V. H. Vining, assistant sales manager of Grigsby-Grunow Co., discussed new ways and methods of merchandising the refrigeration line, and demonstrated the Majestic cabinet construction by giving four men mallets and hammers to attempt the destruction of the cabinet.

OMAHA BUREAU WILL HOLD 4-DAY EXHIBIT

OMAHA — A four-day electric refrigeration show, to be held March 28-31, is being planned by members of the Electric Refrigeration Bureau, of which R. C. Geppert is chairman.

Fourteen distributors will enter the show this year, according to Mr. Geppert. A cooking school will be featured in connection with the refrigeration display, and classes will be conducted afternoon and evening. Prize awards will be made.

SWEDISH COOKS USE COOL & WARM BOXES

By Dorothy Dignam

STOCKHOLM, Sweden — Make no mistake about the Kylskap and the Varmeskap! You needn't try to bake potatoes in the "kool-box," nor must you stick your head in the "Varm-box" looking for a cold bottle!

And, if you think the big Swedish Sigrid in your kitchen is one dumb belle, think what you'd be in her kitchen! It's filled with these self-same hot and cold cabinets, which may be either one or the other from all outward appearances.

The cooking-box and the cooling-box are two of the most popular Swedish kitchen appliances. Sometimes they're gas, sometimes electric in operation; always profitable for the sales organization.

Cooking-box Placed on Wall

The cooking-box is a permanently installed, well-insulated wall cabinet of the fireless cooker type. It operates at low temperature—100 to 300° F.—and may be thermostatically controlled at any degree between those points. It is used for slow-cooking of complete dinners, keeping cooked foods hot, preserving and canning, and plate-warming. It often appears on the wall over the kitchen range, since few Swedish stoves have elevated ovens. Or it may be attached to the wall over its culinary companion, the cooling-box—the latter being an automatic refrigerator.

The municipal gas company makes and sells its own cooking cabinet, and an important part of its home service program is the demonstration of this appliance.

Thrift Appeal Great

These cookers, too, have great thrift appeal because of their low fuel consumption, and they make possible the entire cooking of a meal while the meal-planner is out looking at American-made movies.

The cooker sells all year 'round, and while it does require installation (in its gas form only; the electric version may be "plugged in"), it needs almost no servicing and is a great favorite with specialty men.

The refrigerator in the Gasverk kitchen is, of course, a gas Electrolux. You meet it here on its native heath, since Stockholm is the home-town of Electrolux appliances.

It's very much an Electrolux town, too. American exporters of electric refrigerators have complained that the very gas rates in Stockholm favored Electrolux. And domestic installations, especially for the great, middle-class housing schemes, are now the most important branch of Electrolux sales, even running circles around the commercial field in which American refrigeration first made its Scandinavian appearance.

SCHLAGETER HEADS PACIFIC COAST COPELAND CONCERN

LOS ANGELES — G. O. Schlageter, formerly of Norge-Pacific, heads a new Copeland distributing organization, the Copeland-Schlageter Co., which has just opened display rooms at 1807 E. Ninth St., here.

Territory for the new firm will include southern California and Arizona. An eight-day preview of Copeland's 1932 line of 14 new models was held Feb. 27.

Associated with Mr. Schlageter are: Jack M. Tenny, general sales manager; V. E. Kirkpatrick, George Sheehan, E. W. Isenhower, Otto Tinkey, L. V. McClellan, R. V. Terry, and C. W. Woodhouse. Larry Robertson has charge of the service and parts department, and Jay Kennedy, Pacific Coast regional director for Copeland, is cooperating with the new distributor.

Thor-Pacific was formerly Copeland distributor in this territory. Schools for supervisors, field men, salesmen, service men will be held.

As a slogan for a forthcoming merchandising and advertising campaign in the territory, the Copeland-Schlageter Co. has chosen "Free Freezing." This copyrighted slogan is based on the similar "free wheeling" sales point used in automobile advertising.

4,000 VISIT REFRIGERATION SHOW IN LITTLE ROCK

LITTLE ROCK, Ark. — Approximately 4,000 visitors viewed the exhibits at the electrical home appliance show March 1, the opening of the five-day exhibit sponsored by the Arkansas Gazette. The show was held at the Silver Slipper night club.

No admission was charged. Exhibitors included Voss-Hutton Co., Majestic refrigerators and radios; O'Bannon Bros., General Electric refrigerators and Hotpoint ranges; W. P. Gallo-way Co., Frigidaire; General Electric Supply Corp., General Electric radios, washers, sun lamps, appliances.

Gunn Distributing Co., Norge; 555, Inc., Kelvinator; Jones Bros., Westinghouse; Brandon Stove Co., Mayflower; Boren Co., Crosley radios and refrigerators.

New Distributor Has 2-Day Showing

DETROIT — The Radio Distributing Co., of 1627 W. Fort St., new distributor in this territory for Mayflower electric refrigeration, sponsored a two-day Mayflower display and dealer's meeting, recently, in the Hotel Statler. More than 1,200 dealers from the state of Michigan attended.

Officials of the organization are David Burt, president; G. M. Tobias, vice president and merchandise manager.

H. J. Hunt, president, and John Saum, special representative of the Trupar Mfg. Co., attended the meetings.

A similar meeting was held by the Radio Distributing Co. in Grand Rapids, Mich., Feb. 25 and 26.

REX COLE RETAIL MEN SEEK BERMUDA TRIP

NEW YORK CITY — Bermuda has been named for the destination of winners of the Rex Cole retail salesman's current Retail Contest. The cruise has been scheduled for next June, and bookings have been made for a five-day trip via the Mauretania.

OVALLE APPOINTS 17 NEW DEALERS AT G. E. MEETING

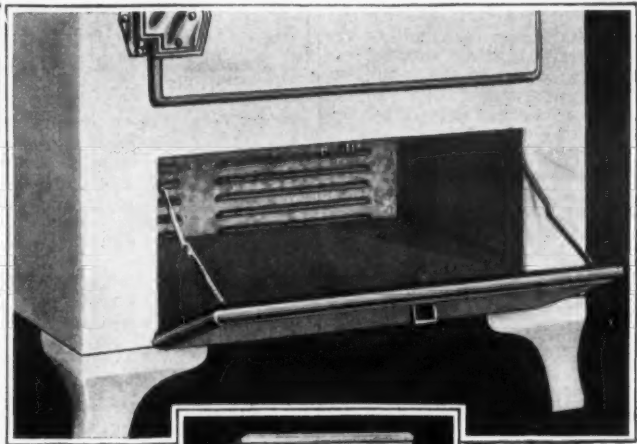
HARRISBURG, Pa. — N. K. Ovalle, Inc., distributor of General Electric refrigerators in this area, announced 17 new dealers following the annual spring convention, recently.

The new dealers are: Beck Bros., Lititz, Pa.; L. H. Breese, Canton, Pa.; James B. Finn, Hollidaysburg, Pa.; Husted Chevrolet Co., Mansfield, Pa.; Johnson's Radio Shop, Berwick, Pa.; F. D. Mickey Electric Co., Chambersburg, Pa.; Roaring Spring Department Store, Roaring Spring, Pa.

Sherwood & Engel, Forest City, Pa.; C. T. Snyder Electric, Tyrone, Pa.; Koontz Music House, Bedford, Pa.; Friedlan's Family Furniture Store, Williamsburg, Pa.; The Henry C. Johnson Co., Luzerne, Pa.; R. H. Bauchspies, Palmerton, Pa.; J. D. Woodworth's Sons, Shickshinny, Pa.; Phillip's Music Store, Bethlehem, Pa.

More than 300 associates of N. K. Ovalle, Inc., attended the spring convention, and heard A. A. Uhalt, manager of the dealer division of the General Electric refrigeration department, tell of plans for the spring selling campaign.

Cavalier VEGETABLE BIN .. a Talking Point that Sells Cavaliers



THE roomy vegetable bin at the bottom of every Cavalier Electric Refrigerator is a feature women appreciate. It provides just the place for the dry storage of vegetables.

Other Cavalier features that make the Cavalier easy to sell are its trouble-free unit with only five moving parts, mounted on top, but fully concealed, guaranteed for three years . . . Dry Zero insulated cabinets . . . Cold Control . . . chromium plated hardware . . . beautiful cabinets with either porcelain or lacquer exterior, and all porcelain interior.

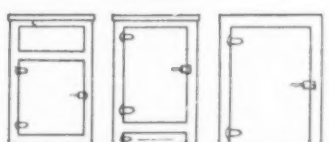
Lowest prices consistent with proven reliability . . . beginning at \$150.00. Liberal profits . . . Minimum service safeguards your profits and keeps the Cavalier sold.

Write today for distributor plan.

Refrigerator Division

**TENNESSEE FURNITURE CORPORATION
CHATTANOOGA, TENNESSEE**

We also manufacture cabinets for manufacturers of mechanical units . . . any type or style particularly suited to the unit. . . . Write for complete information, without obligation.



EXTRA DRY ESOTOO

TRADE MARK REG'D U.S. PAT. OFF.

The Purest Sulphur Dioxide SO₂ REFRIGERATION GRADE GUARANTEED

Service men rely on our Personal
Service and quick deliveries from
our own and from agents' stocks.

Write, wire or cable where we may serve
you. Cable address "Eustis Boston".

VIRGINIA SMELTING CO.

West Norfolk, Virginia

F. A. EUSTIS, Sec'y 131 State St., Boston, 75 West St., New York

FOUR COMPANIES ARE NAMED IN RADIO SUIT

WASHINGTON, D. C.—Four new companies were added to the list of defendants in the anti-trust case now being filed by the Department of Justice against the Radio Corp. of America and associates.

The National Broadcasting Co., which the new petition declares is owned jointly by the Radio Corp. of America, General Electric Co., and Westinghouse Electric Co., is one of the four new defendants, and is said to have been organized for the purpose of restraining competition in nation-wide broadcasting, according to the announcement.

New charges brought against the defendant companies deal mainly with their activities in foreign trade and in international communications, alleging that the companies restrain trade between the United States and foreign countries as well as domestic commerce, the announcement says.

These new charges brought the International General Electric Co., Westinghouse Electric International Co., and R. C. A. Communications, Inc., into the list of defendant companies which had already included the Radio Corp. of America, General Electric Co., American Telephone & Telegraph Co., Westinghouse Electric Co., General Motors Radio Corp., and many subsidiaries.

R. C. A. Answer

WASHINGTON, D. C.—That the Department of Justice is seeking an injunction against the Radio Corp. of America against some of the very arrangements altered during negotiations since the filing of the original petition to meet the government's views, is charged in a statement issued by the Radio Corp. of America, March 8.

The statement was filed with the Federal Radio Commission.

Since the Radio Corp. and its associates have cooperated in meeting some of the department's objections to contractual relations between the defendant companies, according to the statement, "we are unable to understand the action of the department, in persisting in doing unnecessary things and making unnecessary changes, particularly in times of great business depression."

The suit brought by the government against the Radio Corp. of America and others has been amended because of alleged restraints on competition in the radio industry. In the original petition the government attacked the fundamental agreements by which R. C. A. obtained its rights to patents and licensed other manufacturing companies to use those patents.

R. C. A. maintains that these agreements are legal, "because without cross-licensing of patents none of the companies, including Radio Corp. of America could lawfully have manufactured or sold efficient radio apparatus."

The statement also says that these agreements did not restrain trade, but created it, giving the following figures: "The Radio Corp. of America and its associated companies, defendants in this case, together are doing less than 20 per cent of the total business in radio receiving sets and less than 40 per cent of the total business in tubes. It could hardly be contended that a monopoly is thereby threatened, or that trade is thereby restrained."

Popular with Dealer Organization



Norge dealers in New York City and the metropolitan area present H. A. Brennan, president of World Utilities Corp., with a silver loving cup inscribed: "In appreciation of your efforts on our behalf during the year 1931." Mr. Brennan is fourth from the left.

How To Increase Business

As Told By a General Electric Salesman

By L. C. Williams*

THIS is a subject in which everyone is interested—now and always. It is one of the foremost thoughts in the mind of every progressive business and sales person. Volumes have been written on the subject and articles appear in almost every issue of many magazines. They all contain some helpful points and I believe we should all spend as much time as possible in reading them and keeping abreast with new ideas.

To begin with, I believe the first and most important thing we have to do is to improve our methods to meet existing conditions. We can do this by:

1. Maintaining right mental attitude.
2. Being thorough in our work.
3. Having confidence and courage.
4. Enthusiasm.
5. Sincerity.
6. Self-control.
7. Concentration and punctuality.

These are all very important and necessary requisites in selling. A great deal can be said about each. However, one word is necessary in connection with mental attitude, which includes optimism. Conditions cannot change a genuine optimist, but optimism can change conditions. Let's all be optimists.

To continue, the second important thing is to increase our knowledge. This is the only lever by which we can lift ourselves and in turn lift our business. To do this we must know our product

*Salesman for the Oakland Branch of the L. H. Bennett Co., Ltd., G. E. distributor in San Francisco, Calif.

and sales talk. When in doubt see how it looks in writing. We are all more careful in writing than talking. Analyze it carefully, rewrite it, submit it to approval of supervisor or friends, ask for suggestions, etc.

Know the factors contributing to the process of a sale. These are necessary if you would negotiate without trouble the barriers between yourself and the prospect's signature on the dotted line. The approach and demonstration are by far the most important factors—closing them becomes simple. In these days of house-to-house selling, make your approach agreeable by being friendly, pleasant and smiling. There is a lot of psychology in a smile—you know the story—it's catching.

Try and arouse curiosity in your approach. It has been said that curiosity killed the cat, but we can be reasonably sure that this element has been responsible for more sales than for cats killed.

Remember, objections are stepping stones to sales (and the common reason why your prospect offers objections is to protect his pocketbook). Create desire during your demonstration. This must be aroused before a sale can be made. Choose your words so that the prospect will easily get a clear picture of all the things our product will do. Taking too much for granted is without question our greatest fault.

We give the prospect too much credit for knowledge of the refrigerator. In most cases, selling electric refrigerators is still an educational process and must be conducted as such. Maximum sales do not depend upon the number of calls you make, but how you make them. If your approach and demonstration are correct, your sales will certainly increase.

Closing the sale is nothing to fear providing you are prepared. It will enable you to overcome obstacles and make sales that otherwise might be lost. Always avoid technicalities. Never allow prospects to talk price until you have demonstrated quality.

Know your product from the buying motive standpoint. An important way to increase efficiency and lessen sales resistance is to know the main motives that make people buy. Some of them are: convenience, pride of ownership, desserts, health, comfort.

The third part necessary to increase our business and sales: Lay out plan of operation in advance. Know before beginning of day what and how many prospects you are to meet. Keep record of time. Anyone who will average eight hours can't help but make enough money to take a two months' vacation per year. Work your territory systematically. Don't pass the home that looks the least likely. Make at least 25 new contacts per day. Follow up leads without delay. (Don't give the other fellow a chance to get there first.)

Study each prospect carefully. Outline an individual plan to sell this prospect if necessary. Don't fail to call on supervisor for help (that's what they are for). Make a habit of concentrating on at least one prospect per day and stick to it. Make up your mind you are going to sell her and see if you don't get results. If you don't sell her, check up and see if you can't unearth the hidden objections.

I should like to sound these warnings: Don't call on a prospect when you have a cold or feel sick. Don't talk depression, bank failures, etc. And don't knock your competitors.

15 Companies Enter Albany Show

ALBANY, N. Y.—Fifteen companies will present Albany's first electric refrigeration show the week of March 28 at the State St. offices of the New York Power & Light Corp.

The decision to hold the show followed a meeting of the Refrigeration Bureau of Eastern New York in the DeWitt Clinton Hotel. W. H. McElroy was chosen chairman, H. J. Zehner, treasurer, and L. L. Ney, secretary.

Among the distributors represented at the meeting were I. R. Brown, Copeland; W. H. McElroy, Frigidaire; A. W. Merriam, General Electric; M. Hegelman, Gibson; E. W. Smith and W. B. Johnson, Kelvinator; G. W. Henzel, Leonard; H. J. Zehner, Majestic; H. L. King, Norge.

E. F. Barnum, Mayflower; T. W. Douglas, Starr-Freeze and United States; J. R. North, Westinghouse; M. A. Pursel, Williams Ice-O-Matic; and R. C. Hinsdill of Hinsdill Electric Co., Troy, N. Y.

COPELAND DEALER HOLDS CONTEST ON MILK STORAGE

CHARLESTON, W. Va.—How long milk will stay sweet in a Copeland refrigerator is the problem to which was solved in a contest sponsored here by the McKee Music Co., distributor.

Saturday, March 5, a representative of the McKee establishment placed in a regular stock model Copeland a quantity of fresh sweet milk from various Charleston dairies.

Announcement was made that the person estimating most accurately the number of days, hours, and minutes the milk retained its sweetness would be presented a 1932 model Copeland, absolutely free. Every day during the test the milk was inspected to determine freshness. The contest closed March 12.

The contest began as a feature of a special showing of Copeland models held March 5 by the distributor. A full-page advertisement in the Charleston Gazette announced the event.

REESE TO MANAGE NEW CANTON RETAIL STORE

CANTON, Ohio—J. P. Reese has been made manager of the recently opened retail store of Strong, Carlisle & Hammond Co., distributing organization located in Cleveland.

FEDERAL REGULATION OF TRUCKS OPPOSED

WASHINGTON, D. C.—Opposition to Federal regulation of motor trucks operating on the public highways in interstate commerce was voiced, March 2, by representatives of commercial and business organizations, and by truck operators, during oral arguments before the Interstate Commerce Commission on rail-motor coordination.

W. H. Chandler, of the Merchants Association of New York, opposed Federal regulation of motor trucks. In the event such regulation does come about, however, it should be administered by the Bureau of Public Roads, Department of Agriculture, and not by the Interstate Commerce Commission, which is duty-bound by Congress to devote its chief attention to preserving the railroads, he contended.

Thorough Study of Problem

H. S. Shertz, of the Interstate Motor Carriers Association, declared that regulation should be resorted to only when it has been demonstrated that there is a legitimate need for it, and then not until there has been a thorough study of the problem by a "sympathetic body." He did not think the Interstate Commerce Commission such a body, he stated.

John S. Burchmore, of the National Industrial Traffic League, asserted that motor vehicles could best be regulated by adoption of uniform codes among the states; and urged that the Interstate Commerce Act be amended to permit joint rail-and-highway rates and routes in the same manner as is now followed in water-rail rates and routes.

Others Opposing Bill

Others who presented arguments were John F. Finerty, of the Brooklyn Eastern District Terminal; H. Mueller, of the St. Paul Association of Commerce; and Willis Crane of the American Petroleum Institute.

Alfred P. Thom, Jr., of the Association of Railway Executives, reiterated the stand taken by the railroads for absolute and direct control and regulation of motor carriers, both bus and truck.

Mr. Shertz told the commission that he believes the railroads have exaggerated the extent to which motor carriers have cut into their business, saying that the truck has really brought added traffic to the rails.

COLE WHOLESALE STAFF HOLDS FIRST '32 MEETING

NEW YORK CITY—Members of the wholesale department of Rex Cole, Inc., General Electric distributor here, met recently for their first convention of 1932 in the auditorium of the Electrical Institute, 480 Lexington Ave., New York.

The morning meeting, attended by dealer principals and Rex Cole officials only, was opened with a discussion of sales records during 1931. Robert Stevenson officially commended leaders in the 1931 Monitor Top campaign.

A. H. Linenberg, new assistant to the manager of the sales promotion department, talked on the budget, window displays, direct mail, literature, the Toppers' Contest, and the "Refrigeration War."

Advertising for the next 10 months was discussed by E. H. Campbell, after which H. C. Cappers outlined the Hot-point range campaign for 1932. W. A. Fisher and D. F. Secord talked on the product and operating departments.

The afternoon meeting, which convened after luncheon at the Waldorf-Astoria, was directed by Rex Cole.

Speakers during the afternoon included John J. Massimi, apartment house manager; Lawrence W. Hills, L. H. Jenks, Jr.; J. F. Vernon, Jr., whose speech covered the ice cream cabinet, milk cooler, remote installations and special cabinets.

A. M. Prall spoke on "Water Cooler Sales;" W. A. Fisher, on "Replacement and Service Policy;" W. F. Bishop, on "Floor Sales;" P. H. Hichborn, on "Territorial Coverage."

GOOD NEWS

For quick sale we are making a very special concession on high quality cabinets suitable for multiple or remote installations. These will go quickly. Write or wire for prices.

Gibson Refrigerator Company
Greenville, Michigan

BUSH FINNED TUBING



21 standard combinations of fin and tube sizes are available in straight lengths or fabricated to your specifications. Units for room coolers, air conditioning, refrigeration, etc., can be made with Bush Finned Tubing.

THE BUSH MFG. CO., HARTFORD, CONN.

Ansul Sulphur Dioxide

UNIFORM ALWAYS
For direct charging.

Pure, bone dry. Every container analyzed. A perfect product guaranteed.



Nine sizes of cylinders from 2 to 150 pounds. Also ton drums. Stocks in principal cities.

ANSUL CHEMICAL COMPANY
MARINETTE • WISCONSIN



Edison, Davidson, Katharine Fisher Talk On Refrigeration Bureau Program

(Concluded from Page 1, Column 4) their progress. And no man can guess what lies ahead.

"My father was always very humble about it. And he once said that the nearest he ever got to an explanation of why an electrical impulse could be made to travel along a wire, was when he asked an old Scotch line repairer about it.

"Well," said the Scotchman, 'if you had a dog like a dachshund, long enough to reach from Edinburgh to London—if you pulled his tail in Edinburgh, he would bark in London.'

"It is the great number of things we don't know about electricity that gives me firmness in the belief that the science and the industry are due for tremendous discoveries. There are undeveloped fields in which we have not established even a sense of values. Indeed, I can see at least six new, tremendous, and revolutionary electrical developments upon the horizon.

"Especially am I pleased and encouraged at the steady decrease in the cost of electricity to the public—a decrease due entirely to increasingly capable management, improvements in generating and distributing power, and to more general use of electric service.

"I remember my father telling about the first improvement he made in stock tickers. General Lefferts, president of the Gold and Stock Telegraph Co., called my father and asked him what he thought he should get for the patent rights. Father was only 21, but he felt he had put in a great deal of time and ought to get \$5,000, but would be satisfied with \$3,000. But when the psychological moment arrived, he didn't have the nerve to mention so large an amount, and rather weakly said, 'Well, General, why don't you make me an offer?' And the General replied, 'Well—how would \$40,000 strike you?'

"Father nearly fainted, but managed to accept. Then as a practical joke, General Lefferts arranged with the bank to cash the check in bills of low denomination. Forty thousand dollars in small bills stuffed out father's clothes until he bulged in every direction.

Patience, Courage

"There is one incident that we try to remember in the laboratories that we now operate. After my father had made many thousands of experiments in the development of a storage battery and was still without any great degree of success, one of his engineers deplored the tremendous labor without tangible results. 'Results!' cried Mr. Edison, 'I have accomplished all sorts of results. I know of several thousand things that won't work.' Possibly that patience and courage to go ahead might lead business men out of the difficulties of this day.

"In closing I should like to repeat my father's last public utterance. It was just a brief, homely statement—but no studied oratory could have been more inspiring. Spoken in June, 1931, over the radio from his home in Florida, Thomas Edison's words were addressed to electrical men gathered in a national convention at Atlantic City. He said:

"My message to you is:—Be courageous. I have lived a long time. I have seen history repeat itself again and

again. I have seen many depressions in business. Always America has come out stronger and more prosperous. Be as brave as your fathers before you. Have faith. Go forward."

Mr. Davidson explained the feeling of unity and professional pride which the bureau has developed in the industry. His talk follows in its complete form:

"No one, not even yet, knows what electricity is, yet the strange power from which it comes keeps a million times a million worlds revolving in their places. Take a teaspoonful of water and raise its temperature one degree by electricity, and you use enough current to operate a single telephone for 10,000 years.

"It is that uncanny force which takes my voice throbbing along the molecules of copper in telephone wires from this microphone in Chicago to New York, and out over 25,000 miles of wire to the broadcasting stations dotted across the country from coast to coast.

"The great army of electricity which passes in review today is by no means limited to those who produce it in power plants, for over a score of other great industries are wholly or largely dependent on the electrical business.

"Besides the 20,000 making telephone apparatus, there are 10,000 wage earners making clock recording devices, 20,000 making light fixtures, 20,000 making wire, and so on, to two-thirds of a million men and women wage earners turning out three billion dollars worth of products in America. They are part of the magnificent army of America—at Work.

"In this diversified and highly specialized business, a new branch is growing—the bureaus which act as a great warm blanket of friendly cooperation in the divisions they represent. The first one—of which I happen to be chairman—is the Refrigeration Bureau, with its corner threads in New York and its branches in nearly every important city and town.

"To me, its greatest result has been the feeling of unity, professional pride, and what I might call a code of honor, which it has developed within the industry.

"We are all friends. We are proud of our business and long since recovered from the silly notion that it is smart to knock competitors.

Lessons from Depression

"More than all else, we are learning this—and I'm glad to be able to say it to the thousands in the electrical industry who are listening today—and to you shoemakers in New England, you orange growers in California, you blanket makers in Tennessee, you onion growers in Texas, and you merchants, butchers and bakers and candlestick makers all over the country—your competitor is NOT the man in the same business with you! He's not the man in a similar store in the next block or the next county. He's the successful man in any other line BUT yours. He is your competitor for the consumer's dollar.

"It's American business, forging ahead. And it's your job and our job and my job to keep up that competition and take difficulties as opportunities for harder hitting and better work.

"That is why electric refrigerators

sold one and a half times as much in the year 1931 as in the boom year of 1929. It can be done. And I predict that the bureau idea will spread to other industries. It is good for business, good for the public, good to be included in the ranks of America—at Work.

Miss Fisher's Talk

Designating herself a "self-appointed spokesman for American women," Miss Fisher expressed appreciation of modern electrical aids as follows:

"Amperes and kilowatts and thermal units and dynamos are somebody's business, I know. I've seen big generating plants where strange machines seemed to talk to each other, from little high treble motors to the deep base diapason of the big fellows. But frankly, it's quite mysterious to me, and I'm more interested in the little machine that makes toast at my elbow on the breakfast table.

"There is an ancient custom among Indians—and it is still a tribal ceremony out west—where little boys and girls of seven or eight step blanketless into a circle of chieftains and are lashed across the back with a bundle of willow weeds. It is to teach them that trouble and adversity and hard work and disappointments are to come to them in after years, and they must take it unflinchingly. Then the mother steps into the circle and receives one more lash than the child, to prove that she, too, has learned the lesson.

Inventions Down Drudgery

"It seems to me that our ancestral mothers took the lesson of hard work for us, while men like Edison developed a magic spark which has liberated women from drudgery and work, and given her freedom of thought, that she may help and inspire and create initiative and ambition for new Edisons to carry on to greater and greater development.

"Personally, if I had 10 lives to live and 10 worlds to live them in, I feel I couldn't be grateful enough to the men who have given us electricity, and the great army of men who have developed it in a thousand times ten thousand ways. There is hardly a waking moment of our lives when we are out of touch with it or when it is not at work to make our lives easier and happier.

Electricity Frees Woman

"Bridge and clubs and politics do not necessarily take women out of the home. Modern invention, and principally electricity, I think, have just made it so much easier to do things that we have time to fit ourselves into the activity of the world. Of course, woman's place is in the home. What is the center of the home circle if it isn't the woman? She builds it—and she builds it around herself. She's part and parcel of it, and it's part of her. She may like fur coats and cosmetics, but the things which bring comfort and health to her children and the ones she loves, are first in her mind and her heart.

"That's why we women appreciate all the things that the electrical people make for us. We're glad to have them as conveniences, but we appreciate them most because of the comfort and health they bring to those we love best. And we're not lazy either. We don't like vacuum cleaners simply because they make work easier. We are not so selfish as that. We like them because we know that they make homes cleaner than a broom and a dust pan can make them.

"And the electric refrigerator just about revolutionized our thinking. It was a priceless forward step in our national code of living when the home-makers of America—and perhaps their husbands too—realized that adequate refrigeration was important to good health. Our babies, our children, and our grown-ups live longer because of it.

"As an American woman, and a sort of self-appointed spokesman for American women, I pin a medal on the men who are making life easier, more healthy, and more happy—the makers of electrical appliances—the keen developers of electricity. We women are for you—and we're grateful. Carry on."

NEW BUREAUS FORMED IN 3 PENNSYLVANIA TOWNS

WILKES BARRE, Pa.—Electric refrigeration bureaus have been formed in Wilkes Barre, Harrisburg, and Williamsport, and plans are under way for the 1932 program of a similar bureau in Allentown, according to announcement by Don C. Schively, field representative of the Electric Refrigeration Bureau.

M. C. Morrow, manager of merchandise sales of Pennsylvania Power & Light Co., is working on a plan of cooperation between his company, and the local organizations in the four cities mentioned, whereby refrigeration shows will be held in each city some time in April. In Williamsport it is planned to show a general food preservation exhibit, tying in all the retail and wholesale food interests in the city.

Pennsylvania Power & Light Co.'s immediate program of refrigeration activity in Pennsylvania cities involves a six weeks' intensive sales campaign this spring.

General Manager



E. A. NORTON

LOS ANGELES—E. A. Norton has been appointed general manager of the Westinghouse electric refrigeration division for Ray Thomas, Inc., according to announcement by Ray Thomas, president of the company.

Mr. Norton has been in the electrical appliance field on the Coast since 1903. After four years of merchandising all sorts of electrical supplies, he turned from selling to electrical contractors.

In 1913, he went from San Francisco to Seattle, where for a number of years he was employed to travel the Alaskan and far northern territory. When the war broke out he specialized in electrical equipment for shipyards and merchant marine vessels. Returning to San Francisco in 1920 he accepted a position specializing in home appliances.

He had been handling electric refrigeration in a department store in this city since 1923.

ST. LOUIS FIRM NAMED ELECTROCHEF OUTLET

DETROIT—Lindeman-Hoffer, Inc., of St. Louis, has added Electrochef ranges to its line, according to Gerald Hulett, sales promotion manager of Electro-master, Inc.

The new Electrochef distributor also handles Copeland electric refrigerators in St. Louis and surrounding Missouri and Illinois territory.

NORGE DISTRIBUTOR HAS SALES MEETING

NEW ORLEANS—Sales promotion and advertising plans for the spring sales campaign were outlined to representatives of Stauffer, Eshleman & Co., Ltd., Norge distributor, at a meeting recently.

John H. Knapp, vice president of Norge Corp., headed a delegation of officials who spoke to the 80 dealers and their sales forces. Other speakers were M. G. O'Hara of New York City, eastern sales manager; Thomas P. Hallock of Jacksonville, Fla., southeastern district representative.

Ralph E. Caldwell of the Cramer-Krasselt Co., advertising counsel, and David A. Ralston, service manager, appeared on the program.

MAURER ELECTED HEAD OF WISCONSIN ASSOCIATION

MILWAUKEE—V. H. Maurer was elected president of the Wisconsin Radio, Refrigeration and Appliance association for the coming year at a meeting in the Hotel Astor March 2.

Other officers and directors chosen were: B. S. Wisniewski, executive vice president; A. VanAntwerpen, vice president (wholesale division); W. F. Seemuth, vice president (retail division); L. M. Jeger, treasurer, and L. T. Robertson, secretary.

W. C. Kluge is chairman of the board of directors, which includes: G. R. Barnes, V. H. Maurer, A. VanAntwerpen, J. J. Dougherty, L. M. Jeger, L. T. Robertson, W. F. Seemuth, and B. S. Wisniewski.

A recent change in the organization has been made to include refrigeration and appliances.

GIBSON CONVENTION HELD IN MINNEAPOLIS

MINNEAPOLIS—C. A. Winne and F. A. Forster, members of the firm of Winne Sales Co., Gibson electric refrigerator distributor, directed a dealer meeting at the Curtis Hotel, here, March 4.

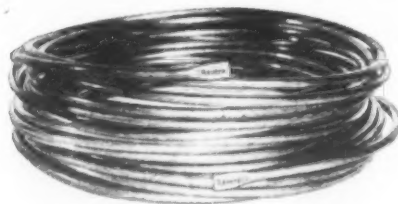
The Gibson Electric Refrigerator Corp. was represented at the meeting by F. A. Delano, general sales manager; W. R. Marshall, advertising and sales promotion manager; George M. Farrin, Middle East district manager; and Elmer Born, Gibson service manager.

Revere

Seamless Copper Tubing

(DEHYDRATED)

insures leak-proof refrigerant lines



Revere Copper Tubing is a 99.99%

pure copper tubing manufactured exclusively for the Refrigeration Industry. Revere Refrigeration Tubing is annealed electrically to prevent splitting during flanging operations. Dehydrated by a special drying system, commanding absolute control over the entire length of tubing. Tested thoroughly and sealed to prevent condensation. Used with compression fittings, Revere Copper Tubing is assurance that condenser coils, evaporator coils, suction and discharge lines will be leak-proof and trouble-free.

Other Revere products for the Refrigerating Industry include: Revere Brass Rod... Revere Twice-wrought Brass Forgings... Revere Sheet Copper.

For further information address Revere Copper and Brass Incorporated, 230 Park Ave., N. Y. C.

Revere Copper and Brass

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Save You Money!

In the two new mountings of the Penn Type J Unit Control, you find two features sure to increase your sales and profits. The attractive design of the chromium plated dial plate, lends new beauty to your unit. Then, the simplicity of the mounting, and ease of access which it gives to the control, saves you both in assembling the unit and in servicing it. In 1932 when you must face keen competition, avoid control troubles. Use Type J Unit Controls this year. For complete information and prices, write

PENNELECTRIC SWITCH CO.
DES MOINES, IOWA

Penn Type J may be furnished for either horizontal or vertical (illustrated) mounting. Special applications gladly worked out on request.

2.25% Manufacturers' Sale Tax Part Of Bill Proposed in Congress

WASHINGTON, D. C.—A manufacturers' sales tax at a 2.25 per cent rate, expected to yield \$595,000,000, is the largest single item in the proposed new tax bill which the House Committee on Ways and Means introduced to the House on March 7.

A balanced budget with a surplus of \$5,000,000 in the treasury by the end of the fiscal year 1933 is the aim of the bill, according to Acting Chairman Crisp.

The bill itself provides for the raising of an additional \$1,096,000,000 of revenue during the next fiscal year, and with \$125,000,000 which is expected to be saved in Federal expenditures and \$25,000,000 to be saved by proposed increases to be made in postal rates, the treasury's estimated deficit of \$1,241,000,000 will be more than covered, he explained.

Sources of Revenue

The additional revenue will be raised by the following new and increased rates of the bill:

- (1) A manufacturers' sales tax at a 2.25 per cent rate, \$595,000,000.
- (2) Increased income and surtax rates, \$112,000,000.
- (3) Increased corporation tax rate, \$21,000,000.
- (4) Doubling of estate tax and imposition of a gift tax, \$35,000,000.
- (5) Lowering the price on which an admission tax is to be charged, \$90,000,000.
- (6) Increase in stock transfer tax, \$28,000,000.
- (7) Excise tax, \$75,000,000.
- (8) Telephone, telegraph and radio message tax, \$35,000,000.
- (9) Tax on imported oil of 1 cent per gallon, \$5,000,000.
- (10) Changes in administrative features to plug up loopholes in the present revenue statute, \$100,000,000.

In a statement issued following the

agreement of the committee on the bill, Ogden L. Mills, Secretary of the Treasury, said that although the bill differed in many ways from the recommendations submitted by his department, it has the approval of the treasury.

Mr. Crisp announced that the manufacturers' sales, excise, and special excise tax provisions of the new bill will expire on June 30, 1934, but that the new income, corporation, estate, and gift rates will remain in effect until repealed or otherwise changed. None of the new tax rates will be retroactive.

The manufacturers' sales tax, under which practically all manufactured articles except the necessities of life would be taxed, would go into effect 30 days after the enactment of the bill. It would be collected from the manufacturer at the wholesale price, and manufacturers would have 30 days after the effective date of the tax to pay their first month's tax.

Where a special excise tax is being paid on any commodity under existing law, it was explained, the manufacturers' sales tax will not apply.

Authority is given in the bill to the Treasury Department to work out a method of administering the tax, but a licensing system has been provided under which all manufacturers doing a business of \$20,000 or more a year shall be licensed and bonded.

The Treasury must let the manufacturer know in advance what the tax on a specific article is to be, so that the manufacturer will have that information before him. The bill provides that where contracts have been made before March 1, 1932, by manufacturers to deliver goods in the future, the purchaser is required to pay the tax.

The manufacturers' sales tax will affect imports to the extent that a duty of 2.25 per cent above the regular tariff is to be required on all finished goods which are imported.

Items selected for exemption from the manufacturers' sales tax take up less than two pages of the bill, Mr. Crisp reports.

Exemptions Listed

The exemptions include: Farm products and garden products produced in the United States; fertilizers and ingredients of fertilizers; garden and field seed; meat, fish, shelled fish and poultry (fresh, dried, salted, or in brine); bacon and ham, not cooked or sealed in air-tight containers.

Salt, butter, oleomargarine and other butter substitutes; cheese, milk, or cream in any form; eggs in the shell; bread, flour, or meal, made of grain or semolina; sugar, tea, coffee, tobacco and tobacco products already taxed; water not conserved in transportable containers.

Newspapers, magazines, and other periodicals; books for the blind; textbooks for public and private schools; Bibles, rosaries, chaplains, and practically all other articles of religious devotion or used exclusively in connection with churches.

The increase of income and surtax rates, under the new bill, also provides for a lowering of the exemptions. A single person will be required to pay a tax on all income over \$1,000, instead of \$1,500 as at present, while the exemptions in the new bill for a married person will be \$2,500 instead of \$3,500 as at present.

The corporation tax rate is increased from 12 to 13 per cent. Under the present law a corporation with a net income up to \$25,000 is exempted to the extent of \$3,000. Under the new bill, no corporation with a net income of over \$10,000 will be allowed an exemption, but those with less than \$10,000 income will be allowed an exemption of \$2,000.

LOWER RATES ANNOUNCED BY OKLAHOMA UTILITIES

OKLAHOMA CITY—The rates of the Lone Star Gas Co. and the Community Natural Gas Co. in 26 cities and towns in southern and central Oklahoma were reduced March 9, according to oral statements by members of the State Corporation Commission.

The commission has just concluded a hearing which has continued during the last six months, and which followed the refusal of the Lone Star to make a voluntary rate reduction.

Paul A. Walker, chairman of the Corporation Commission, stated that the average burner-tip rate of 75 cents per 1,000 cu. ft. and the city gate rate of 40 cents should be reduced to 62 and 28 cents, respectively.

He criticized the system under which it was found impossible for the commission to reach the holding company, the Lone Star Gas Co. of Pittsburgh, and bring it before the commission with books and records pertaining to its relations with the subsidiary companies.

He said that the Lone Star Gas Co. came into the state in 1909 with \$3,500 in property, and that by 1926 the property had increased to \$12,500,000, with an increase of \$1,000,000 in capital.

GIBSON DISTRIBUTOR SIGNS UP 14 DEALERS

NEW HAVEN, Conn.—Fourteen dealers have been signed by the H. M. Tower Corp., newly named Gibson refrigerator distributor for New England, according to Gilman W. Poore, general sales manager in charge of refrigeration for Connecticut.

The new dealers are as follows: Auber Jewelry Co., Springfield, Vt.; Barnfield's Music Store, 140 Main St., Bristol, Conn.; Belleville Radio Shop, Brattleboro, Vt.; H. E. Bingham, Hardwick, Mass.

Clark's Service Station, Easthampton, Mass.; George J. Corsiglia, Greenfield, Mass.; L. S. Germain & Co., Conway, Mass.; Grigg's, Inc., Amherst, Mass.; Jones' Store, Ivoryton, Conn.; Harry C. Noble, 62 Ivy St., West Haven, Conn.

W. P. O'Brien, Lenoxdale, Mass.; C. A. Sharpe, Inc., Holyoke, Mass.; W. S. Underwood, North Adams, Mass.; Victory Radio Salon, 631 Wethersfield Ave., Hartford.

The company maintains branch offices in Springfield and Boston, Mass., and will wholesale the Gibson line in all of New England except Maine.

UTILITY DEPOSIT CANNOT BE USED ON MERCHANDISE

MADISON, Wis.—Money deposited with a public utility by its customers as "satisfactory assurance that the utility will receive adequate compensation for service rendered" cannot be applied to debts incurred by the consumers for merchandise and non-utility services, the Wisconsin Public Service Commission has ruled.

The ruling was made in a letter to Harold L. Geise of Wausau, Wis., vice president and general manager of the Wisconsin Valley Electric Co., whose company applied a \$5 deposit to an indebtedness incurred by Mrs. Stacia Flese of that city for merchandise and non-utility services furnished her.

Mrs. Flese registered a complaint with the Public Service Commission because of this, and the commission ruled in her favor, ordering the company to "reimburse the deposit and seek to collect the debt in a lawful manner."

"It is customary among Wisconsin utilities to require either a \$5 deposit or a monthly bill for gas and light," the commission explained. "This cannot be applied to a delinquent installment on refrigerator, gas stove, or other appliances bought from the utility."

"It is an admitted fact that when a utility engages in the sale of merchandise it does so as any other private entrepreneur and cannot in any way of its rights and privileges as a public utility to assist it in merchandising activities."

"It seems to us that when a customer signs up to take utility service and a deposit is furnished, that deposit becomes a part of his contract for service and cannot be appropriated or diverted for any purpose other than to guarantee the payment of delinquent bills which may arise as a result of furnishing the service contracted for."

"However, when a utility engages in activities involving merchandising and jobbing, it is a well recognized legal and economic principle that such activities should be completely divorced, insofar as it is possible, from the regular utility activities."

CONTEST WINNER WOULD BUY NEW REFRIGERATOR

CINCINNATI—An electric refrigerator is one of the things which Miss Inez Tracy, 408 Southview Ave., would buy if she had \$100,000.

Miss Tracy was the winner in a Times-Star-RKO Anti-Hoarding Contest for the most unique letter on the subject, "How Would I Spend \$100,000." Prize in the contest was a \$50 baby bond of the United States Reconstruction Finance Corp.'s forthcoming issue.

The contest was sponsored by Morton Downey, who was at that time playing on the stage of the RKO Albee theatre. Among the things Miss Tracy would buy are "a white Colonial house with a woody background, antique furniture, Persian rugs, a Rookwood picture, and an electric refrigerator."

Miss Tracy knew to the penny just what she wanted, what it would cost.

IOWA DEALERS VIEW 1932 LEONARD LINE

DES MOINES, Iowa—The A. A. Schneiderhahn Co., Leonard distributor for the state of Iowa, held recent dealer meetings in Waterloo, Iowa, and Davenport, Iowa, to present the 1932 Leonard line.

A. A. Schneiderhahn, president of the company, and B. E. White, assistant sales manager for Leonard Refrigerator Co., and the wholesale organization of the distributing organization attended these meetings, which had identical programs.

About 50 dealers attended in Davenport, Iowa, and 65 in Waterloo, Iowa.

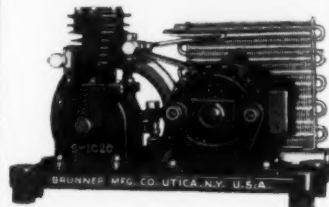
BUYER'S GUIDE

Manufacturers Specializing in Service to the Refrigeration Industry

SPECIAL ADVERTISING RATE (this column only)—\$12.00 per space. Minimum Contract for this column—13 insertions in consecutive issues.

All advertisements set in uniform style of type with standard border. Halftone engravings of 100-line screen, either outline or square finish. No reverse cuts or heavy black effects. No charge for composition.

A Service for Manufacturers and Assemblers



Manufacturers and Assemblers of Electric Refrigeration are finding Brunner Engineering Service highly effective both in equipment performance and production economy. It will pay you to investigate. Brunner Manufacturing Co., Utica, N. Y.

HIGH SIDES and COMPRESSORS by BRUNNER



The Lowest Priced Refrigerator Trucks on the Market!

FINDLAY REFRIGERATOR TRUCKS

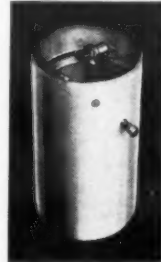
The only practical trucks at this unheard of price level. Save one man on deliveries. Make heavy lifting easy—quick. Eliminate damage to cabinets—floors—walls. Fit all cabinets with legs. All-steel frame. 4" rubber tired wheels. Only pads touch cabinet. Sturdy construction. Satisfaction guaranteed. Complete set \$18

The equal of refrigerator moving equipment that costs \$10.00 more.

Manufacturers of Trucks for 32 Years

Self-Lifting Piano Truck Co. - Findlay, Ohio

FROSKIST WATER COOLERS



Pressure Type

Direct Expansion

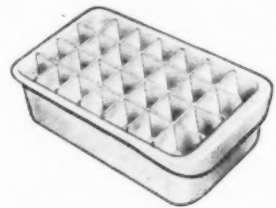
Sizes 5 Gal. to 100 Gal.

For use with F12, Sulphur Dioxide, Methyl Chloride, and Ammonia

H. C. PARKER, LTD.

2600 Santa Fe Ave. (Factory), Los Angeles, California
510 Larkin Street, San Francisco, California
437 Montgomery Street, Jersey City, New Jersey

A New Dessert-Cube Tray for Your New Models



This Hoosier Dessert Tray can be furnished with grids and separators to form either a 42 or 56 cube double depth cube tray. 5 11/16" wide by 10 1/4" long by 3 1/4" deep—either integral or chrome handle. Write for details and prices on this and other Hoosier Parts.

HOOSIER PARTS

HOOSIER LAMP & STAMPING CORP., EVANSVILLE, IND.



Electrical Refrigeration Parts and Supplies

We Carry in Stock:

COMPRESSORS—EVAPORATORS—THERMOSTATS—VALVES AND FITTINGS—THERMOSTATIC AND AUTOMATIC EXPANSION VALVES—COPPER TUBING—CONTROLS—AND MANY OTHER PARTS

Melchior, Armstrong, Dessau Co.

116 Broad Street, Telephone Bowling Green 9-8870, New York, N.Y.



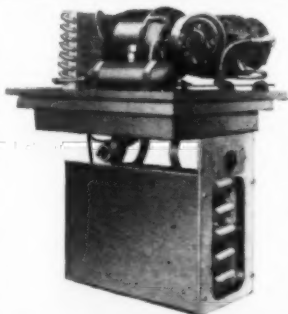
HANDI-WAY CARRIERS ONLY \$8.50 BUYS

This Simple, Yet Efficient Carrier Which Pays for Itself in One Delivery

The Handi-Way Carrier makes delivery and handling of Refrigerators easy, safe and dependable. Quickly adjustable to 5 sizes. Made strong and padded with heavy material to prevent marring. The Handi-Way Carrier is used by many leading refrigerator dealers, and is the most practical, and lowest priced carrier on the market.

Priced \$8.50 f. o. b. Cars

Gustafson Electric Co., Slayton, Minn.



SURE COLD

New Top Drop-In Unit

Only three moving parts. Double shaft seal; rings on pistons; Reed valves; 1/5 h.p. motor; finger tip control; 3 to 7 ice trays.

Designed to give long-time, trouble-free refrigeration. Here's what quantity buyers wishing a good product have been wanting.

The Warner Steel Products Co.
Ottawa, Kans., U.S.A.

PROFESSIONAL SERVICE

Testing Laboratory

For refrigerators and refrigerating equipment
George B. Bright Co.
Refrigerating Engineers and Architects
2615 12th St., Detroit, Mich.

Testing Service

for Domestic and Commercial Electrical Refrigeration
[Testing and experimental laboratory service for Manufacturer, Distributor, Central Station. Test data exclusive property of client.]

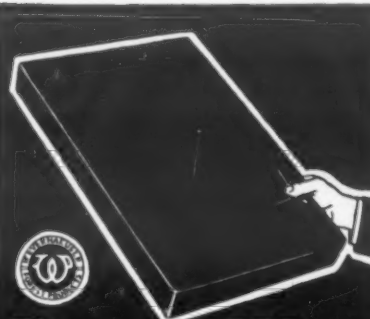


Electrical Testing Laboratories

80th St. & East End Ave.
NEW YORK



Insure deliveries without scratched or broken enamel. Write for prices.
Fulco
Fulton Bag & Cotton Mills



Balsam-Wool
Sealed Slabs
ODORLESS
SANITARY
Completely satisfactory
Refrigerator Insulation

WOOD CONVERSION COMPANY

Industrial Sales Offices:
CHICAGO, 360 N. MICHIGAN AVE.
New York, 3107 Chanin Bldg.
Detroit, 515 Stephenson Bldg.
San Francisco, 149 California St.

ALL REFRIGERATORS LOOK ALIKE TO

AMIGO

REFRIGERATOR CLEANER

A million owners waiting for it. Polishes as it cleans—
Lacquer—Porcelain—Hardware—Shelves—Freezing Trays

Distributors and Dealers write for sample

Amigo Products Co., 1511 S. Vermont Ave., Los Angeles, Cal.

KASON HINGES

NEW!

Pat. Des. No.
85477
Other Patents
Pending



Send for
Samples on
Approval

Kason Hardware Corp., 6-67 Navy St., Brooklyn, N. Y.



EASY-WAY CARRIERS

Automatic Lift

Will handle any size refrigerator—saves labor—saves time—
saves damaged cabinets and customers' premises.
Order now for delivery later—don't wait till the season is
on. By ordering now we will ship the date you specify.
Sold on MONEY BACK GUARANTEE. Return in ten days
if not as represented.

Price only \$26.50

Also Factory Representatives for SLUSSER (patented)
COIN METERS. 25¢ 24-hour meter with Westinghouse
guaranteed motor for refrigerator sales.

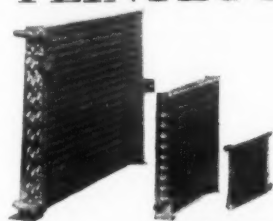
\$13.50

R. & R. Appliance Co., Inc., 315 N. Main St., Findlay, O.

FLINTLOCK CONDENSERS

FOR EXTRA CAPACITY
WITH GREATER EFFICIENCY

Used as standard equipment by
over 65% of the leading electric
refrigerator manufacturers.



FLINTLOCK CORPORATION

4161 WEST JEFFERSON

DETROIT, MICHIGAN

SHOW YOUR REFRIGERATORS "IN ACTION"
USE OUR FOOD REPRODUCTIONS

Demonstrate Capacity. Attract Attention

Introductory Set. Specially Priced

\$10.00 Net

Send for Catalogue

Reproductions Company, 210 South St., Boston, Mass.

SUBSCRIPTION ORDER

Business News Publishing Co.,
550 Maccabees Bldg.,
Detroit, Mich.

.....1932

Sirs:

Please enter order for subscriptions as follows:

- ☐ ELECTRIC REFRIGERATION NEWS only ☐ 1 year ☐ 2 years.
☐ REFRIGERATED FOOD NEWS only ☐ 1 year ☐ 2 years.
☐ ELECTRIC REFRIGERATION NEWS and REFRIGERATED FOOD NEWS.
Combination rate for both papers ☐ 1 year ☐ 2 years.
☐ 1932 REFRIGERATION DIRECTORY (Now being printed), \$2.00 per copy.

SUBSCRIPTION RATES (Effective Jan. 1, 1932)	Electric Refrigeration News		Refrigerated Food News		BOTH PAPERS	
	1 Yr.	2 Yrs.	1 Yr.	2 Yrs.	1 Yr.	2 Yrs.
In United States and Posses- sions and all countries in Pan-American Postal Union	\$3.00	\$5.00	\$1.00	\$1.50	\$3.50	\$6.00
In Canada (where new tariff of 5 cents per copy applies). Payment in U. S. money.	\$6.00		\$2.00		\$7.00	
All other countries	\$4.00	\$7.00	\$1.50	\$2.50	\$5.00	\$9.00

Name

Attention of or care of

Street address

City and state

3-16-32

REQUESTS FOR
INFORMATION

Readers who can be of assistance
in furnishing correct answers to in-
quiries, or who can supply additional
information, are invited to address
Electric Refrigeration News, mention-
ing query number.

Answers to most inquiries for statisti-
cal information and sources of supply
will be furnished by the 1932 Refrigera-
tion Directory and Market Data Book
to be issued in March. Price \$2.00.

Cercold

Query No. 703—"We have been en-
deavoring to locate the address of the
Cercold Electric Refrigerator Co. We
were told that they were located in Los
Angeles, but all our efforts to get in
touch with them have proved fruitless."

A. T. Grant Co.

Query No. 704—"We have been in re-
ceipt of inquiries during the course of
several months past with reference to
a concern said to be engaged in the
manufacture or sale of refrigerators or
ice boxes. We understand the name of
this concern is A. T. Grant Co. We will
appreciate any assistance you may give
us in locating it."

Refrigeration Sales

Query No. 705—"I am very anxious to
know how the refrigeration business all
over the country is divided. What per-
centage of the entire business do the
different manufacturers handle, and
which would you claim are the first five
in the industry to date?"

Answer—All available statistical data
regarding the production and sales of
electric refrigerators may be found in
the 1932 REFRIGERATION DIRECTORY. The
figures regarding sales of the leading
manufacturers, however, are given as
totals only for the Nema group (mem-
bers of the Refrigeration Division, Na-
tional Electrical Manufacturers Associa-
tion). Figures for individual companies
are not reported.

Performance Comparisons

Query No. 706—"Would you be good
enough to give me a little information
regarding the actual daily running time
of General Electric refrigerator as com-
pared with the Norge, both boxes being
in the kitchen with an average temper-
ature of 60 to 65°. Further, at a 3 cents
per k.w. rate, what would be the
monthly cost for power on these two
boxes?"

Answer—We do not maintain a labora-
tory or make tests of refrigeration
equipment. It is rather difficult to get
satisfactory information regarding com-
parative tests except by employing an
independent laboratory to make them
according to your own specifications
and at your own expense.

Rice

Query No. 707—"Will you kindly in-
form me where the Rice refrigerators
are manufactured, and if it is possible
to purchase a service manual for them?"

Answer—Manufactured by Rice Elec-
tric Refrigeration, Inc., 36 Flatbush
Ave., Brooklyn, N. Y. Write direct to
them for their service manual.

Cavalier

Query No. 708—"Please inform us who
are the manufacturers of the Cavalier
refrigerator."

Answer—Tennessee Furniture Corp.,
Chattanooga, Tenn.

BILL WOULD ESTABLISH
BUSINESS RESEARCH BODY

WASHINGTON, D. C.—Enactment of
some measure to create a Federal in-
dustrial commission which would make
studies of all problems relating to the
stabilization of employment of indus-
try, agriculture and commerce, and re-
port these conditions to Congress, was
urged March 2 by witnesses appearing
before the House Committee on Judi-
ciary.

A bill, introduced by Representative
Ludlow of Indiana at the request of the
Fraternal Order of Eagles, would pro-
vide for the establishment of a com-
mission of five men chosen by the Pres-
ident, who would make recommenda-
tions to Congress designed to stabilize
industry, and would keep industry ad-
vised as to conditions in this and for-
eign countries.

According to Representative Ludlow,
the commission suggested in the pro-
posed bill would function in regard to
industry and employment in somewhat
the same way the Interstate Commerce
Commission functions toward stabili-
zation of transportation and the Federal
Reserve System functions toward the
stabilization of the monetary and finan-
cial conditions of the country.

"The bill is predicated on the idea
that there is no reason or excuse for
such cycles of depression and unem-
ployment as the one through which we
are now passing, and that there ought
to be enough constructive ability in
Congress to set up regulatory machin-
ery operating toward warding off such
national misfortune in the future," he
continued.

REX COLE NAMES CASPERS
TO HEAD RANGE DIVISION

NEW YORK CITY—Harold C. Cas-
pers, formerly in the apartment house
department of Rex Cole, Inc., General
Electric refrigerator distributor, has
been appointed to head the new Hot-
point Range department.

Mr. Caspers has been with the Rex
Cole organization since June, 1927, when
he was employed as a retail salesman.
By November of that year he had been
promoted to Manhattan sales director.
In 1928 he became assistant manager
of the apartment house department.

Demonstrations, schools, and exhibits
will be arranged to start the sales of
the range, according to Mr. Caspers.

150 Sales in March,
Local Bureau Quota

FALL RIVER, Mass.—A quota of 150
sales during the month of March has
been set by electric refrigeration deal-
ers who are members of the Electric
Refrigeration Bureau here. A meeting
will be held April 4, when dealers will
report their success in contributing to
the total.

During 1931, the Fall River bureau
confined its activities to cooperative ad-
vertising. This year it was reorganized
under the chairmanship of Harry W.
Hale, merchandise manager of the Fall
River Electric Light Co., and regular
meetings have been held.

A special dinner meeting March 1 was
addressed by John S. Pfeil, general man-
ager of the Frigidaire Sales Corp. of
New England, on the subject of the
bureau as a stabilizing influence.

A set of rules for the bureau are be-
ing drawn up, and plans for a coopera-
tive electric show are now being made.
The following makes of refrigerators
are marketed by members: Coldspot,
Copeland, Frigidaire, General Electric,
Iceberg, Kelvinator, Leonard, Majestic,
Mayflower, Norge, Westinghouse.

LITERATURE OF
MANUFACTURERS

Catalogues, bulletins and other mate-
rials recently issued.

Manufacturers are requested to send
copies of new trade literature to
Electric Refrigeration News.

Copeland Commercial Equipment

Copeland commercial salesmen are be-
ing assisted in sales to dairymen by a
four-page, eight-column spread, "Dair-
men's Refrigeration News." The mail-
ing piece, made up in newspaper fash-
ion, tells the Copeland story, emphasizes
the unusually warm winter weather, and
gives letters of commendation from
dairymen who own Copeland equipment.

The two inside pages are devoted to
pictures of installations on dairy farms
in all parts of the country. The back
page pictures the Copeland condensing
units, gasoline-driven compressors for
those beyond the power lines, and draw-
ings of milk cooling systems.

Kelvinator Refrigerators

A home economics demonstration en-
velope containing Kelvinator literature
and menus is now available to Kelvina-
tor dealers who may have their firm
names imprinted on the envelope.

A four-page booklet gives the recipes
to be followed by home economists in
a three-day cooking school. A copy of
Kelvinator Cookery, a little monthly
menu bulletin, the "standard rating
scale," a mailing piece dwelling on econ-
omy of Kelvinator refrigeration, and
one on Kelvinator's history, are also
enclosed. A green slip to be signed by
the housewives attending the schools
says "Would you like to have us send
Kelvinator recipes to your home?" thus
getting the name and address. It also
asks what kind of refrigeration is used.

Apex Appliances

Commemorating the production of
more than 2,000,000 Apex appliances is
a new eight-page booklet addressed to
prospective dealers recently issued by
the Apex Rotarex Corp. A short his-
tory of the progress of the company
with views of the various plants occu-
pies one page. Another page is given
to a discussion of Apex refrigerators.

Apex cleaners, washing machines,
ironing machines are pictured and dis-
cussed in the remainder of the booklet,
with the message "Let Apex Straighten
Your Sales Curve" at the back. The
piece of literature is done in four colors.

Wagner Motors

Wagner Electric Corp. of St. Louis
has issued a new 22-page bulletin on
squirrel-cage motors. The bulletin de-
scribes the seven types of squirrel-cage
motors, gives application tables, speed-
torque curves, and complete construc-
tion details. It is in loose-leaf form, so
that additional material may be in-
cluded with it.

Pages to be added in the near future
include discussions on vertical and
flange-mounted motors; cast-iron, 3-
bearing and drip-proof motors; and
totally enclosed, fan-cooled motors.

THE CONDENSER

PAYMENT IN ADVANCE (except as
specified below) is required for adver-
tising in this column. The following
SPECIAL RATES apply: Positions
Wanted—fifty words or less, one inser-
tion \$2.00, additional words four cents
each. Three insertions \$5.00, additional
words ten cents each. All other classi-
fications—fifty words or less, one in-
sertion \$3.00, additional words six
cents each. Three insertions \$8.00, ad-
ditional words sixteen cents each.

Companies having accounts with the
publisher or satisfactory credit rating
may place advertising on open account
at fifty cents per line.

REPLIES to advertisements with box
numbers should be addressed to the
box number in care of Electric Refrig-
eration News, 550 Maccabees Building,
Detroit, Mich.

POSITIONS AVAILABLE

WANTED: Refrigeration engineer to design,
manufacture and sell fin type coils for
direct expansion and flooded systems, for
methyl chloride, sulphur dioxide and am-
monia. Address D. Friedman, 3000 W. Car-
roll Ave., Chicago, Ill.

POSITIONS WANTED

EXPERIENCED electric refrigeration and
range retail and wholesale sales manager with
successful 1930, 1931 and 1932 sales record.
Available at once. Box 429.

AVAILABLE—Executive Engineer—15 years'
continuous electric refrigeration experience
in design, laboratory and manufacturing of
household and commercial units. Capable of
creating improved refrigeration equipment
and automatic controlling devices. Familiar
with all service and installation problems.
College graduate. References. Box 424.

AVAILABLE—Practical master mechanic
who is used to refrigeration tool-ups. Has
successfully carried through large scale tool-
ups on both refrigeration units and boxes
for nationally known organization. Has been
with present organization four years. Also
has had a wide experience in the building
and maintaining of dies for large metal
stampings. Box 430.

EQUIPMENT FOR SALE

COMPRESSORS—Single cylinder. Bore 1½,
stroke 1¼. Sulphur or Methyl, 1/6-hp., 350;
1-hp., 550 r.p.m. for cabinets 4 to 8 cu. ft.
Cooke Seal. Completely machined with jigs
and gauges making all parts interchangeable.
Quantity price \$10.00 less valves. Send
for sample this price. Southern California
Engineering Co., 734 E. 12th St., Los An-
geles, Calif.

FOR SALE: OIL BURNER FACTORY—
Owners of oil burner factory, centrally locat-
ed in United States, wish to retire. Burner
on market past six years and well estab-
lished. Approved by Underwriters. Fac-
tory now in operation. Sales, service, and
factory organization intact. \$30,000.00 will
buy. Box 428.

UTILITY PLANS MAILING
FOR MEMBERS OF BUREAU

BROCKTON, Mass.—A direct mailing-
piece to include separate sections de-
scribing nine makes of refrigerators will
be mailed out by the Electric Refrig-
eration Bureau of Brockton by the local
utility company with the March and
April light bills.

The decision to mail out this booklet,
which will describe each make of re-
frigerator handled by a member of the
bureau, and which will list all distribu-
tors and dealers in the territory, was
made at the second meeting of the bu-
reau, Feb. 19.

The Edison Co. and the Electric Light
& Power Co. of Abington and Rock-
land will cooperate in mailing them.

Membership of the local bureau here
now includes the following firms: United
Music Co.; Old Colony Sales Corp.;
Electrical Specialty Shop; Teplov Auto-
matic Heat & Cold Co.; Electric Light
& Power Co. of Abington and Rockland;
MacRoberts Furniture Co.; W. B. An-
drews & Co.; Dykeman Electric Co., and
Edison Electric Illuminating Co.

A cooperative show will be held by
the bureau during the spring months,
but the exact date has not been set.

CAIN RADIO CO. HOLDS
DEALER MEETINGS

JACKSONVILLE, Fla.—The Cain Ra-
dio Co., newly appointed Leonard refrig-
erator distributor for the state of Flor-
ida, held sectional dealer meetings in
Miami and Tampa, March 3 and 5, re-
spectively.

In Miami, approximately 40 dealers
were present at the meeting in the Mc-
Allister Hotel, and in Tampa, 50 dealers
met at the Floridian Hotel.

Representing the Leonard factory or-
ganization were: R. I. Petrie, general
sales manager; A. M. Taylor, director
of advertising; R. G. Nelson, district
sales manager, and J. M. May, service
manager, all of Leonard Refrigerator Co.

LEONARD ISSUES RECORDED
INVITATIONS

DETROIT—Phonograph records, with
a Leonard sales talk recorded on one
side, the dealer's name on the other,
are now available to sales outlets of
the Leonard Refrigerator Co., to be
mailed to prospects.

The message on the record includes
an invitation to the showroom to see
the new Leonard electric refrigerators.
The records cost dealers only 3 cents
each, ready for mailing.